



ipg[®] PLAYBOOK

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The IPG® Playbook serves as a sales training tool crafted to position IPG sellers as the knowledgeable experts in any setting, instilling confidence in IPG's production capabilities and diverse product range. Tailored to distinct market segments, the playbook showcases IPG's capacity to enhance customer value.

The Playbook offers an extensive information source for each vertical, delivered in a template designed to be easily adopted and referenced consistently by sales professionals.

- Market Data and Trends
- Success Stories
- Presentations and Videos
- Industry-Specific Sales Tools
- Pre-Call Planning Tools
- Best Selling Practices



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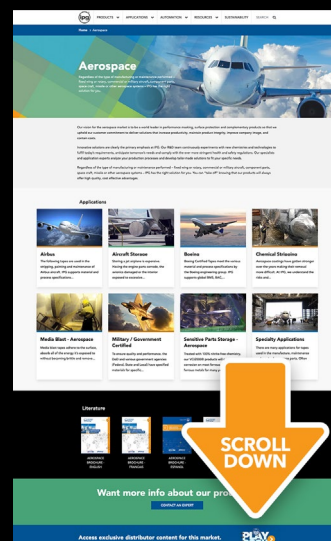
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INSTRUCTIONS

1. Go www.itape.com
2. Hover over "Applications" in the top main menu
3. Click an application in the left navigation
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5. Scroll down the page and click "Playbook" to log in

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