

Blueprints For A Saas Sales Organization How To Design Build And Scale A Customer Centric Sales Organization Volume 2 Sales Blueprints

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The authors, with strong experience in SaaS, really give the secrets of building a Sales organization directed toward recurring B2B SaaS businesses. For me chapters 7, 8, 10 and 11 were the best. The authors really went deep in Sales processes, tools, organizational structure and more. Buy it and read it if you are a SaaS leader!

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This is your blueprint for success: an organized vision of what your sales organization looks like once it ' s a well-oiled deal-closing machine. Common high-level themes for a SaaS company are: People; Processes; Tactics; Offering

[The Blueprint For SaaS Sales Success](#) - ExecVision

SaaS sales cycles tend to be driven by three key variables: price, target market and complexity of the product. ... Determine the SaaS sales model that best suits your product and scale-up plans ...

[How to Build Out a Solid Sales Team](#) for your SaaS Business

In this blueprint, we provide insights on how to build a sales organization structure that yields results. The changes in SaaS require that we no longer look at salespeople as individual contributors, but rather a team that crosses disciplines, not just within sales but also across other departments such as marketing and product.

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They aptly identify the key problems, clearly define solutions (cost models, team structures, sales processes, and even staffing & floor plans!) and give a dozen case studies and tens of spot-on graphics to tie it all together. Besides being the most enlightening book on SaaS that I've ever read it is also FUN to read.

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Yet most early stage companies build their sales teams by the seat of their pants. This book distills the authors' years of building high performance SaaS teams into a set of highly detailed instructions that will allow sales leaders to design, implement and execute all around sales plans.

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