



Goals

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| <ul style="list-style-type: none"> • Generating leads from inbound interest • Starting client conversations through outbound actions such as emails/calls | <ul style="list-style-type: none"> • Closing qualified direct leads • Demoing and commercial guidance through POCs • Channel sales teams will close qualified indirect leads | <ul style="list-style-type: none"> • Technical qualification and alignment of deals • Technical guidance through POCs • Technical demos and product enablement | <ul style="list-style-type: none"> • Post-sale client onboarding and success • Retention of existing clients • Expansion of existing accounts | <ul style="list-style-type: none"> • Operational efficiency within the sales org • Training and development of sales reps • CRM cleanliness and data management • Sales Enablement should expand beyond training/coaching and proactively implement buyer-centric functions |
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Considerations

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| <ul style="list-style-type: none"> • SDR and BDR teams will sometimes report to Marketing • Sales development sometimes reports to head of sales | <ul style="list-style-type: none"> • Direct Sales teams will often be broken down further by territories or key verticals • Indirect sales teams may further be segmented by territories, key verticals, or market segments | <ul style="list-style-type: none"> • Depending on the size of the org Sales engineering can sometimes sit under Sales or Post Sales • Depending on technical need of product, sales engineers can be more customer facing or product knowledge focused | <ul style="list-style-type: none"> • Post-sales teams will often be broken down further by territories, key verticals, or market segments | <ul style="list-style-type: none"> • CRM admins will often have a broader role within the org but will have a close dotted line to sales • Some orgs will have a shared Revenue Ops team that reports to a CRO/CFO/COO |
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