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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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