☐ Target account list

☐ Stakeholder map

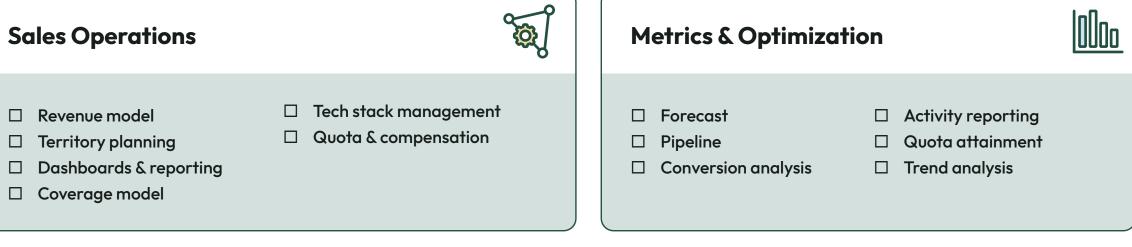
☐ Segmentation

Revenue Process				
PIPELINE STRATEGY	REP-LED SALES PROCESS	PRODUCT-LED	CHANNEL-LED SALES PROCESS	CUSTOMER GROWTH STRATEGY
<ul> <li>□ Sales development</li> <li>□ Demand gen</li> <li>□ Sales-led outbound</li> <li>□ Channel / ecosystem</li> </ul>	<ul> <li>□ Discovery</li> <li>□ Sales preso/pitch</li> <li>□ Demo</li> <li>□ Trial</li> <li>□ Proposal</li> </ul>	<ul> <li>□ Activation</li> <li>□ Engagement</li> <li>□ Product qualified lead</li> <li>□ Sales assist</li> <li>□ Self service conversion</li> </ul>	☐ Co-selling ☐ Channel sales support	<ul> <li>□ Onboarding &amp; adoption</li> <li>□ Retention</li> <li>□ Cross-sell</li> <li>□ Upsell</li> </ul>

## Sales Framework

The Sales Framework provides an overview of the key elements for designing and managing a successful sales organization.





☐ Account managers

(SMEs)

☐ Frontline sales managers

☐ Subject matter experts

