



Get Feedback. Get Better



[Get updates on
Kampyle's SaaS Lectures](#)

Part V: Selling SaaS to Enterprises

Ariel Finkelstein
CEO and Co-Founder
Kampyle

Kampyle's SaaS Lectures: 10 Laws of Building a SaaS Company in Israel

Agenda

- Introduction
- What's Next? Upcoming Lectures...
- SaaS Inside Enterprise Sales
 - SaaS Inside Enterprise Sales Definition
 - SaaS Enterprise “Go to Market” – When?
 - B2B SaaS Company Lifecycle
 - The Enterprise Sales Learning Curve
 - Lead Generation and Lead Nurturing Funnels
 - Enterprise Sales needs Professional Services
 - Closing Remarks

What's Next? Upcoming Lectures...

- Previous Lectures
 - SaaS Go-to-Market
 - Automatic Sales
 - Inside SMB Sales
 - Success Managers & Professional Services Teams
 - Inside Enterprise Sales
- Upcoming
 - Managing SMB and ENT in ONE Company
 - Understanding HR Requirements for SaaS Companies
 - The SaaS CFO and more...
 - The Product Role in a SaaS Company
 - Inside Enterprise Sales II



Inside Enterprise Sales - Definition

Defining Enterprise Sales

- Price?
- Company Size? (Fortune 1000? Number of Employees? Etc..)
- Sales Lifecycle?



SaaS Enterprise “Go to Market” – When?

Business Strategy and Enterprise Sales

Building an
Inside Enterprise Sales Team
is **Strategic not Tactical.**



Enterprise “Go To Market” – When?

- SaaS B2B Companies that Can /Should Focus on ENT:
 - Competition Focused on SMB’s
 - Sophisticated Product
 - Market & Positioning
 - Large Initial Investment
- SaaS Normal Growth from SMB to ENT –
When to Move to ENT?

Law #2 – Select Your “Go To Market”

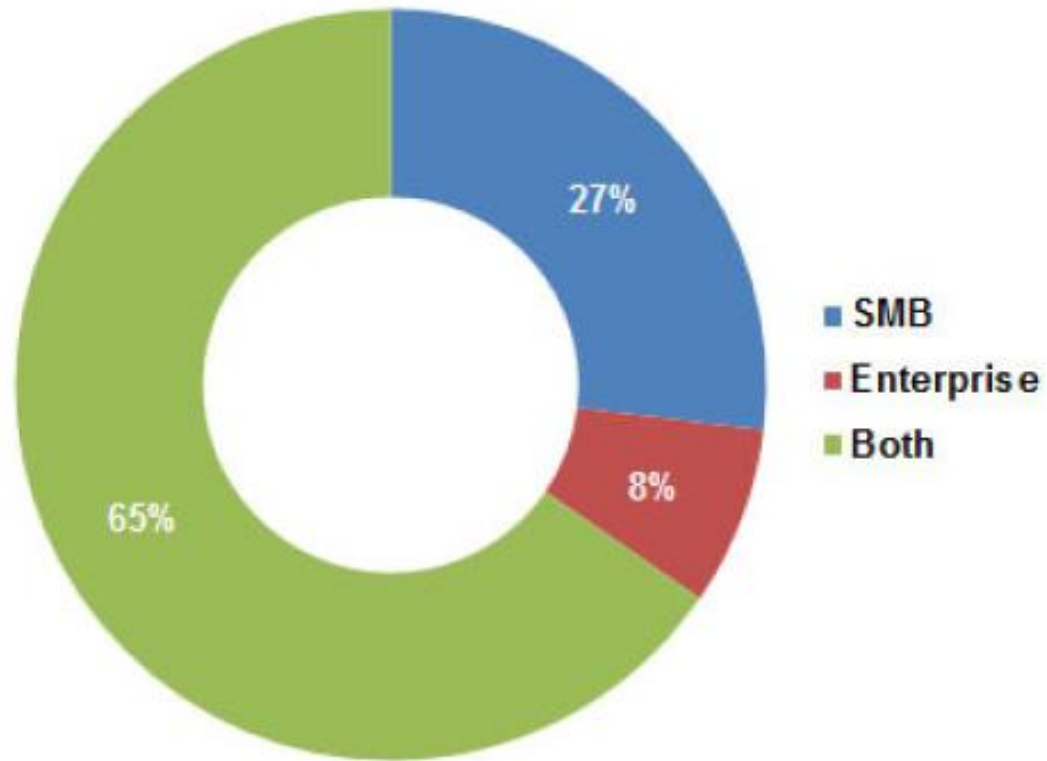
		No Touch Sales	Inside SMB Sales	Enterprise Sales
Questions to ask before selecting your "Go To Market"	Market size	Very Large	Large	Medium
	Product	Quick and easy to use	Quick and easy to use	Sophisticated
	Pricing Point	Low (\$9-\$50 MRR)	Medium (\$79-\$1000 MRR)	High (\$3000 MRR+higher)
	Capital Raised	Medium	Medium	Large
	Sales Lifecycle	Automatic	1-2 weeks	3-6 months
Additional influencing factors	HR - main ppl you need	Inbound Marketing, Product	Sales Team, Success Managers, Inbound Marketing	ENT Sales, Prof Services, Inbound Marketing/ Outbound Sales
	How hard to find in IL	Very	Very	Very
	Inbound Marketing	High Importance	High Importance	Medium Importance
	Outbound Sales Team	N/A	N/A	If Inbound is not sufficient of CAC to high
	Sales Team	N/A	Farmers and Hunters	Farmers and Hunters
	MRR Quota / Sales Rep	N/A	\$5,000	\$10,000
	Professional Services	N/A	Success Managers (support base on package Level)	Professional Services
	Commission	N/A	New MRR, reduced on Renewals, Reduced on Churn	New MRR, reduced on Renewals, Reduced on Churn
	Churn	High	10% annual	10% annual



B2B SaaS Company Lifecycle

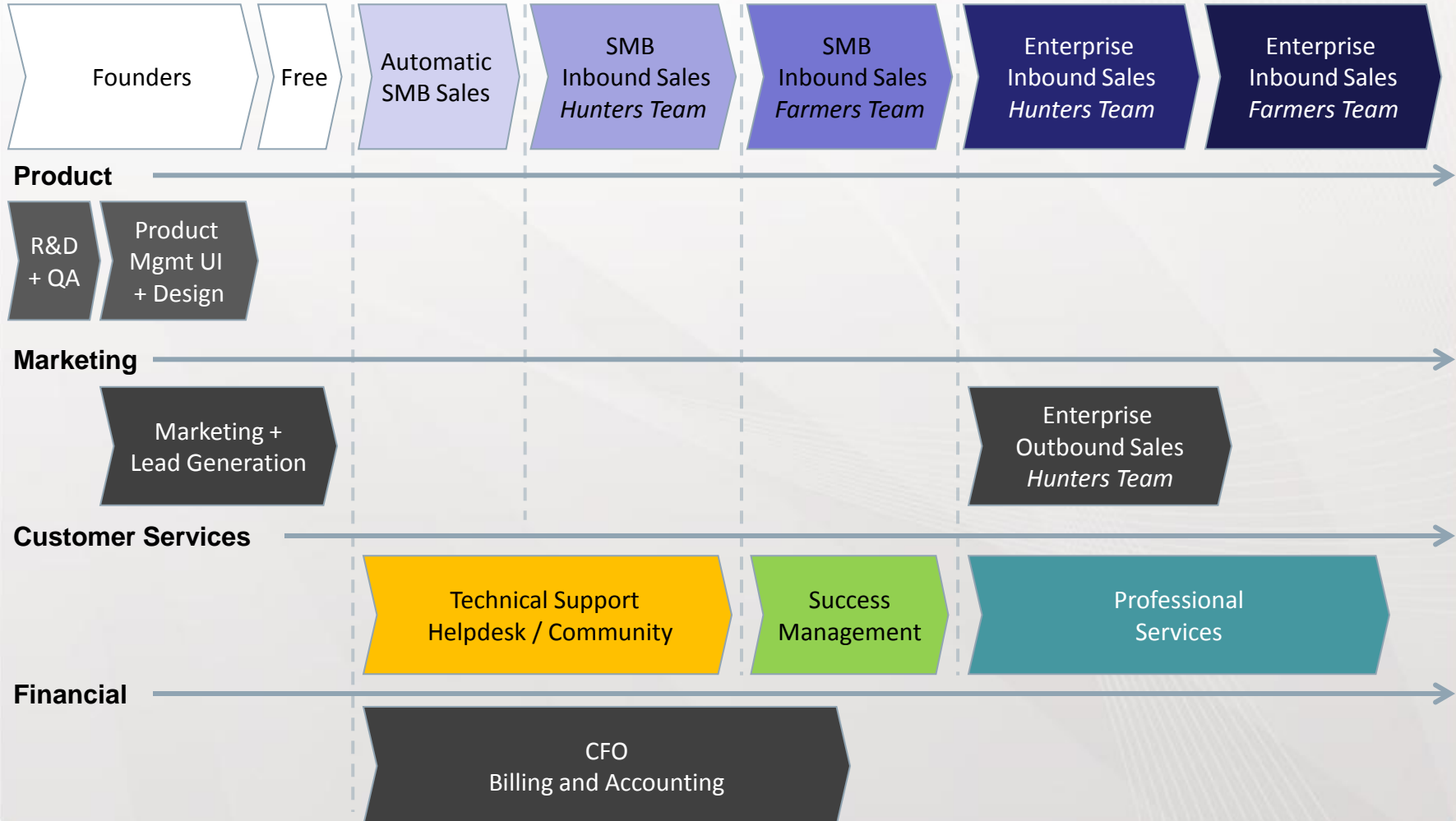
B2B SaaS Company Lifecycle

What market space do you target?



B2B SaaS Company Lifecycle

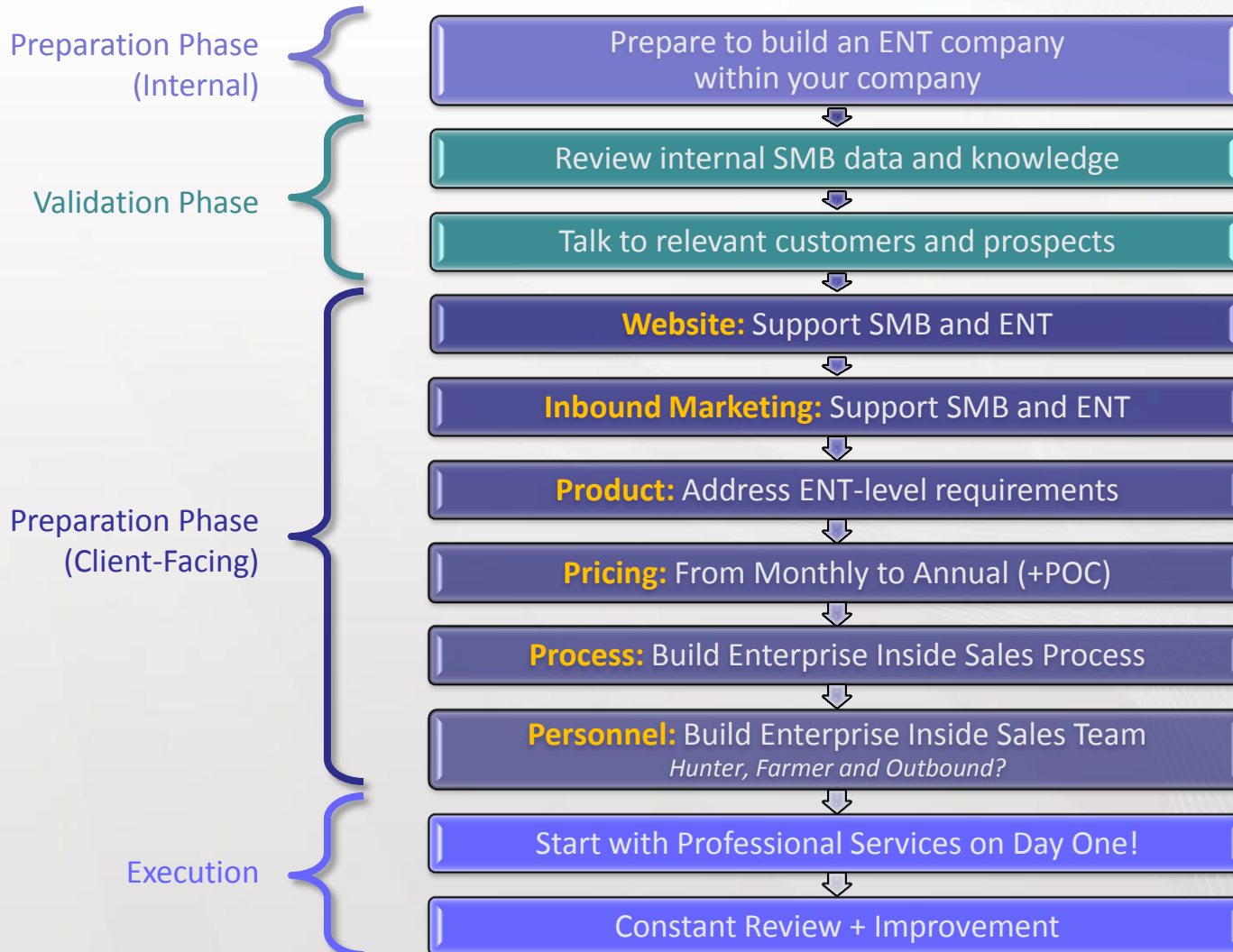
Company Lifecycle





The Enterprise Sales Learning Curve

The Learning and Building Process





Lead Generation and Lead Nurturing Funnels

Lead Generation and Nurturing Funnel



Understanding the Funnel

Leads ⇒ Qualified Leads

Questions to be asked...

- How does your funnel needs to be changed for Enterprise customers?
- Which lead sources?
- Inside SMB or Inside ENT?
- Why and where in the funnel did we lose the customer?
- When is the correct time to contact the lead in the funnel?
- How to contact? Via Professional Services or Enterprise Sales?

Enterprise Sales Strategy

Basic considerations:

- Outbound
- Customer Acquisition Cost
- Life Time Value
- Churn
- Renewals
- Enterprises Living with SMB Solutions vs. SMBs with Enterprise Needs.
- Don't Leave Money on the Table: Invest in Upgrading SMBs to Enterprise



Enterprise Sales Needs Professional Services

Inside ENT Sales – Professional Services

- Professional Services from Day One
- PS is Part of the Sales Process and Offering
- PS Hours and Projects
- 1 PS per 20 accounts (Size Dependant)
- Don't Run Too Far Ahead – First Sell Then Add PS
- Don't Lag too Far Behind– PS is Essential for Your Success
- Deliver Great Service Experiences Every Time

Customer Service Objectives

	Success Manager	Professional Services
Reduce Churn	V	V
Implementations	V	X
POC	X	V
Monthly Renewals	V	X
Yearly Renewals	V	V
On going support on different levels	V	V
Identify Up sale Opportunities	V	V
Identify PS projects and PS hours	X	V
Identify Additional Penetration	V	V
Assist Marketing with Valuable info from loyal customers	V	V
Assist Product with Customer suggestions / requests	V	V



Closing Remarks

Planning for Learning

“It always takes longer and costs more...” -MAYBE NOT

- **Select Initial Sales Personnel to Enhance Corporate Learning**
 - Look for a different kind of rep
- **Mobilize the Company for Learning**
- **Do Not Ramp Up Expenses**
 - Perhaps good opportunity to reduce R&D expenses
- **Set Investor and Employee Expectations to Account for Uncertainty and Learning**



Thank You for Your Attention

For further information, please contact:

Ariel Finkelstein

Co-Founder and CEO

T: +972-3-630-6201

M: +972-54-7515519

E: ariel.finkelstein@kampyle.com

Visit Kampyle's SaaS Knowledge Base
for additional presentations!

For updates follow us on
Twitter via [#SaaS Israel](https://twitter.com/SaaS_Israel)