Category

Commercial Excellence

Commercial Excellence in Mid-Market & SMB Segments Playbook

Selling to mid-market and SMB customers with a motion built for their buying process, not enterprise's

- Practitioner
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- Administrator
- 08 January 2022
- 3 minute(s)

Overview

A framework for commercial excellence in mid-market and SMB segments — sales motion, pricing, and process design calibrated to these segments' genuinely different buying dynamics, decision timelines, and price sensitivity, rather than applying enterprise sales motion assumptions to segments with fundamentally different buying behavior.

Can the same sales motion that works for enterprise accounts be

scaled down for mid-market and SMB segments? Not effectively — mid-market and SMB buyers typically have shorter decision cycles, fewer stakeholders, and different price sensitivity than enterprise buyers, requiring a genuinely different sales motion design, not

just a scaled-down version of enterprise process.

What's the most common commercial excellence mistake specifically

in mid-market and SMB segments? Applying enterprise-style extended sales cycles and multi-stakeholder process to segments where buyers expect and are accustomed to much faster decision timelines, creating unnecessary friction that costs deals to competitors offering a faster buying experience.

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