

Category

Commercial Excellence

Field Sales & Inside Sales Hybrid Operating Model Playbook

Combining field and inside sales around where each genuinely adds the most value, not by default territory splits

- Practitioner
 - Intermediate
 - Template Included
-
- Administrator
 - 12 January 2024
 - 4 minute(s)

Overview

A framework for designing a hybrid field sales and inside sales operating model — deliberately allocating deal types and account segments between field and inside motions based on genuine value contribution, rather than defaulting to historical territory-based splits that may no longer match actual deal economics and customer preference.

Shouldn't larger accounts always warrant field sales involvement

and smaller accounts inside sales, as a straightforward rule? Account size is a relevant factor but not the only one — deal complexity, customer buying preference, and genuine field-visit value contribution matter too, and a purely size-based rule can misallocate field sales effort toward large but straightforward deals while underserving smaller but complex ones that would genuinely benefit from field engagement.

What's the most common inefficiency in field/inside sales hybrid

models? Field sales effort allocated based on legacy territory or account size assumptions rather than genuine deal complexity or customer preference, producing field visits for deals that could have been handled equally well (and more cost-effectively) through inside sales.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ { "@type": "Question", "name": "Shouldn't larger accounts always warrant field sales involvement", "acceptedAnswer": { "@type": "Answer", "text": "and smaller accounts inside sales, as a straightforward rule?\nAccount size is a relevant factor but not the only one — deal\ncomplexity, customer buying preference, and genuine field-visit value\ncontribution"
```

matter too, and a purely size-based rule can misallocate field sales effort toward large but straightforward deals while underserving smaller but complex ones that would genuinely benefit from field engagement." } }, { "@type": "Question", "name": "What's the most common inefficiency in field/inside sales hybrid", "acceptedAnswer": { "@type": "Answer", "text": "models?\nField sales effort allocated based on legacy territory or account size\nassumptions rather than genuine deal complexity or customer preference,\nproducing field visits for deals that could have been handled equally well (and more cost-effectively) through inside sales." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country

I agree to data processing in accordance with GDPR

Leave this field blank

References

Related playbooks

Commercial Excellence

AI-Enabled Commercial Analytics & Next-Best-Action Playbook

A framework for AI-enabled commercial analytics and next-best-action recommendations — building recommendations grounded in genuine predictive validity and deli

- Practitioner
- Intermediate

- Template Included

[Read playbook](#)

Commercial Excellence

C-Suite Commercial Excellence Steering Committee & Governance Playbook

A framework for establishing a C-suite commercial excellence steering committee and governance structure — clear decision rights, substantive review cadence, an

- Executive
- Intermediate
- Template Included

[Read playbook](#)

Commercial Excellence

Commercial Excellence in Mid-Market & SMB Segments Playbook

A framework for commercial excellence in mid-market and SMB segments — sales motion, pricing, and process design calibrated to these segments' genuinely differe

- Practitioner
- Intermediate
- Template Included

[Read playbook](#)

Talk to us about field/inside sales hybrid models

Tags

- Field Sales
- Inside Sales
- Hybrid Operating Model

Author

Administrator

Think Insights Administrator