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.

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