Category

Commercial Excellence

Product-Led Growth & Self-Serve Motion Excellence Playbook

Letting the product do the selling, with commercial teams focused on where the product alone can't close

- Practitioner
- Intermediate
- Template Included

- Administrator
- 27 January 2022
- 3 minute(s)

Overview

A framework for product-led growth and self-serve motion excellence — designing product experience as the primary conversion driver, with sales teams focused specifically on expansion and complex deals the self-serve motion can't close alone, rather than sales and product-led growth operating as disconnected or competing motions.

Does product-led growth mean eliminating the sales team entirely?

Not typically — the strongest product-led growth motions combine self-serve product conversion for straightforward cases with sales involvement specifically for expansion, complex deals, or larger accounts the self-serve motion alone can't efficiently close, rather

than treating sales and product-led growth as mutually exclusive.

What's the most common failure mode when combining product-led

growth with a sales motion? Sales and product-led growth operating as disconnected, sometimes competing motions — sales reps unaware of self-serve signals indicating expansion readiness, or product-led growth design that doesn't account for where sales assistance genuinely adds conversion value.

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