Category

Commercial Excellence

Commercial Excellence for Enterprise Accounts & Global Deals Playbook

Running enterprise deals with the cross-functional coordination their complexity actually requires

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- Administrator
- 20 August 2018
- 3 minute(s)

Overview

A framework for commercial excellence in enterprise accounts and global deals — establishing genuine cross-functional deal coordination (legal, finance, product, delivery) appropriate to enterprise deal complexity, avoiding the common failure mode of treating large complex deals with the same coordination approach as standard transactions.

Why do enterprise and global deals need genuinely different

coordination than standard sales transactions? Enterprise deals typically involve significantly more complexity — multiple stakeholders, custom terms, cross-functional dependencies (legal, finance, delivery) — that standard deal processes aren't designed to coordinate, requiring dedicated cross-functional deal team structure rather than a single sales rep managing everything.

What's the most common breakdown in enterprise deal execution?

Insufficient cross-functional coordination — legal, finance, and delivery teams engaged too late or without clear coordination structure, causing delays or misalignment that a dedicated deal team approach with earlier cross-functional engagement would prevent.

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that standard deal processes aren't\ndesigned to coordinate, requiring dedicated cross-functional deal\nteam structure rather than a single sales rep managing everything." } }, { "@type": "Question", "name": "What's the most common breakdown in enterprise deal execution?", "acceptedAnswer": { "@type": "Answer", "text": "Insufficient cross-functional coordination — legal, finance, and\ndelivery teams engaged too late or without clear coordination\nstructure, causing delays or misalignment that a dedicated deal team\napproach with earlier cross-functional engagement would prevent." } }] }

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