Category

Commercial Excellence

Commercial Excellence for Land-and-Expand Motions Playbook

Designing the initial 'land' deal deliberately to make the 'expand' motion easier, not an afterthought

- Executive
- Intermediate
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- Administrator
- 11 April 2022
- 3 minute(s)

Overview

A framework for commercial excellence in land-and-expand motions — deliberately designing the initial land deal's scope, terms, and customer experience to set up genuine future expansion, avoiding the common pattern of treating land and expand as two disconnected motions rather than one coordinated strategy.

Isn't optimizing the initial land deal for the best possible

immediate terms always the right approach, with expansion handled separately later? Not necessarily — a land deal optimized purely for immediate terms without considering downstream expansion setup can make later expansion harder, such as an initial deal scope

or customer experience that doesn't naturally create expansion touchpoints or demonstrate expansion- relevant value.

What does deliberately designing a land deal "for expansion" mean

in practice? Structuring the initial deal's scope and customer onboarding experience specifically to create natural expansion touchpoints and demonstrate value in ways that make a future expansion conversation easier, not just optimizing the initial deal in isolation.

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