

Category

Commercial Excellence

Commercial Excellence for Mid-Market & Velocity Sales Playbook

Optimizing mid-market sales for genuine velocity, not just a faster version of enterprise process

- Practitioner
- Intermediate
- Template Included

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

Overview

A framework for commercial excellence in mid-market and velocity sales — designing sales process specifically for speed and efficiency at mid-market scale, distinct from both slower enterprise process and the different dynamics of high-volume SMB motions, matched to mid-market's specific deal complexity and cycle characteristics.

Is mid-market velocity sales just a faster, simplified version of

enterprise sales process? Not effectively — mid-market deals have genuinely different complexity and stakeholder characteristics than enterprise deals, warranting a process designed specifically for mid-market dynamics rather than a simplified enterprise process or a scaled-up SMB motion.

What's the key discipline for maintaining genuine velocity in

mid-market sales? Rigorous cycle time management with specific stage-duration benchmarks and proactive intervention when deals exceed them, since mid-market's competitive advantage over enterprise sales often depends specifically on maintaining meaningfully faster velocity.

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