Category

Commercial Excellence

Commercial Excellence for SMB & Inside Sales Motions Playbook

Running SMB sales on volume economics, where process efficiency matters more than individual deal customization

- Practitioner
- Intermediate
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- Administrator
- 14 June 2021
- 3 minute(s)

Overview

A framework for commercial excellence in SMB and inside sales motions — designing highly efficient, volume-oriented process appropriate to SMB deal economics, where per-deal customization and extended process that might suit larger deals actually destroys the unit economics SMB sales specifically depends on.

Why does SMB sales require a fundamentally different approach

than larger deal segments, beyond just being smaller and faster? SMB sales economics depend on volume efficiency — the cost of sale must stay proportionally low relative to deal size, meaning per-deal customization or extended process that might be reasonable for larger deals can actually destroy SMB unit economics even if it improves individual deal outcomes.

What's the most common mistake when scaling SMB or inside sales

process? Importing customization or process elements from larger deal segments that feel like "better" selling practice in isolation, without recognizing they don't fit SMB's volume-dependent economics, where cost of sale efficiency is often more important than individual deal optimization.

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