

Software as a Service Sales Strategy & Approach Diagnostic

Your Pre-Flight Check List

The following Software as a Service (SaaS) Sales Strategy Checklist is a diagnostic evaluation designed to evaluate your selling strategy and overall approach to your market. It is designed to provide you with real information about your current SaaS Sales Strategy and whether it is effective. At minimum, it will help stimulate your thinking and create a list of actions to shore up your strategy and approach.

If you would like a consultative evaluation and recommendation, call 770-662-5700.

Please include your name _____ phone number _____.

Select (circle if hardcopy) the most appropriate answer to the statements on the pages that follow.

1= Strongly Disagree | 2= Do Agree | 3= Somewhat Agree | 4= Agree | 5= Strongly Agree

SaaS Sales Strategy & Approach

1. Our SaaS sales growth and goals are established based upon the market potential (top-down view) and actual targeted prospects and commitments from sales and marketing (bottom-up view).

1	2	3	4	5
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2. We have a five (5) year view of sales projections and have identified the first five customers to close, the second 10 and third 30.

1	2	3	4	5
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3. Our sales growth goals are based on fact and commitment from sales and marketing and not on hope and wishful thinking.

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4. Our sales approach to SaaS leverages our website.

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5. Our sales approach to SaaS leverages "lead generation telesales people/person.

1	2	3	4	5
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6. We offer webinars on a regular basis whether people sign-up or not.

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7. We have downloadable interactive PowerPoint documents that establish our software solution's features, functions and advantages.

1	2	3	4	5
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8. We have an interactive "chat" mechanism and button from our web page where a prospect can ask questions and seek information.

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9. We are able to demonstrate our software product from a "sandbox" hosted environment.

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10. Prospects can access our software from the web easily and upload information and take the software for a test drive.

1	2	3	4	5
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11. We are able to capture prospects information when they request a demo, whitepaper or presentation.

1	2	3	4	5
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12. When a prospect downloads a piece of information, our telesales staff is notified immediately and a phone call goes out to the requestor within 30 to 60 minutes.

1	2	3	4	5
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13. Our whitepapers are purely educational and they establish the buying criteria for the prospect.

1	2	3	4	5
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14. We are prepared that we may lose 20 percent of our on-premises software customers to our SaaS model.

1	2	3	4	5
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15. We recognize that the SaaS approach may cannibalize our on-premises installed customer base.

1	2	3	4	5
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16. We have identified all of the critical questions, issues and problems that may come from SaaS prospects in order to eliminate objections and close quickly.

1	2	3	4	5
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17. We have an "account manager" approach to customer growth and usage by keeping our SaaS customers delighted by eliminating problems and providing help with the software.

1	2	3	4	5
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18. We have a direct mail newsletter and ezine for our SaaS customers and prospect

1	2	3	4	5
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19. Our customer ezine newsletter has helpful hints on software usage and special offers for add-on software products and software tools.

1	2	3	4	5
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20. Our SaaS sales compensation structure is based upon customer satisfaction, user headcount growth and referrals.

1	2	3	4	5
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