

Whitepaper Outline

Sales are the lifeblood of any B2B SaaS startup. Yet, the topic often gets sidelined or bumped down the list of priorities for most businesses or it's almost treated like a dirty word.

There is a massive disconnect between what B2B startups are doing to win sales and what is actually needed to create a thriving sustainable business with a full pipeline of quality opportunities.

The majority of businesses (not just startups) think it's the skill of a salesperson that will determine success, rather than an effective actual sales strategy.

One of the reasons for this confusion is common terms thrown around like “strategy”. To be clear, a go-to-market strategy is not an effective sales strategy. If you have created a go-to-market strategy and tried to win clients with it, you'll know something is missing.

The strategy I am talking about is how a B2B startup should effectively position itself in the market – to communicate its value in an effective repeatable way to influence how its target clients see their problems so they consistently buy at a win/win price point.

It might surprise you but this can all be achieved by following a standard framework but it does require a fundamental shift in thinking. This is called Sales Market Fit, and it's the single most important factor in a B2B startup's sales success.

It is also the most misunderstood and the purpose of this whitepaper is to open your eyes and show you what is possible in your startup by approaching sales from a different perspective.

This whitepaper discusses in detail how to achieve Sales Market Fit