

SaaS Success With PLG and SLG Hybrid Growth Approach



• A product-led growth strategy, while promising, often requires traditional sales model components to succeed.

Product-led growth (PLG) is a growth strategy in which a product's value drives user adoption, expansion, and revenue growth, minimizing traditional sales involvement.

Sales-led growth (SLG) is a business strategy where sales teams take the lead in acquiring and expanding customer relationships.

The Strategic Imperative of PLG + SLG Hybrid Approach

- Success with PLG is complex. A hybrid approach combining self-service with sales-assisted acquisition is necessary to achieve diverse market expansion.
- This hybrid approach is known as Product-Led Sales (PLS).



- This hybrid strategy is necessary when product-led growth (PLG) has already established a strong presence among corporate customers and traditional sales methods are required to cater to procurement teams.
- To achieve this, product marketers must prioritize increasing user value and engagement while supporting sales teams in leveraging purchase intent and user advocacy.
- Adopting PLS enables product-driven demand generation with traditional sales support, which may significantly increase valuation ratios and revenue.
- Slack and Dropbox are two successful SaaS platforms with a hybrid PLG+SLG strategy.²

Integrating SLG and PLG in SaaS Customer Journeys

PLG Initiatives

PLG strategies can drive brand recognition through viral loops and freemium offerings.

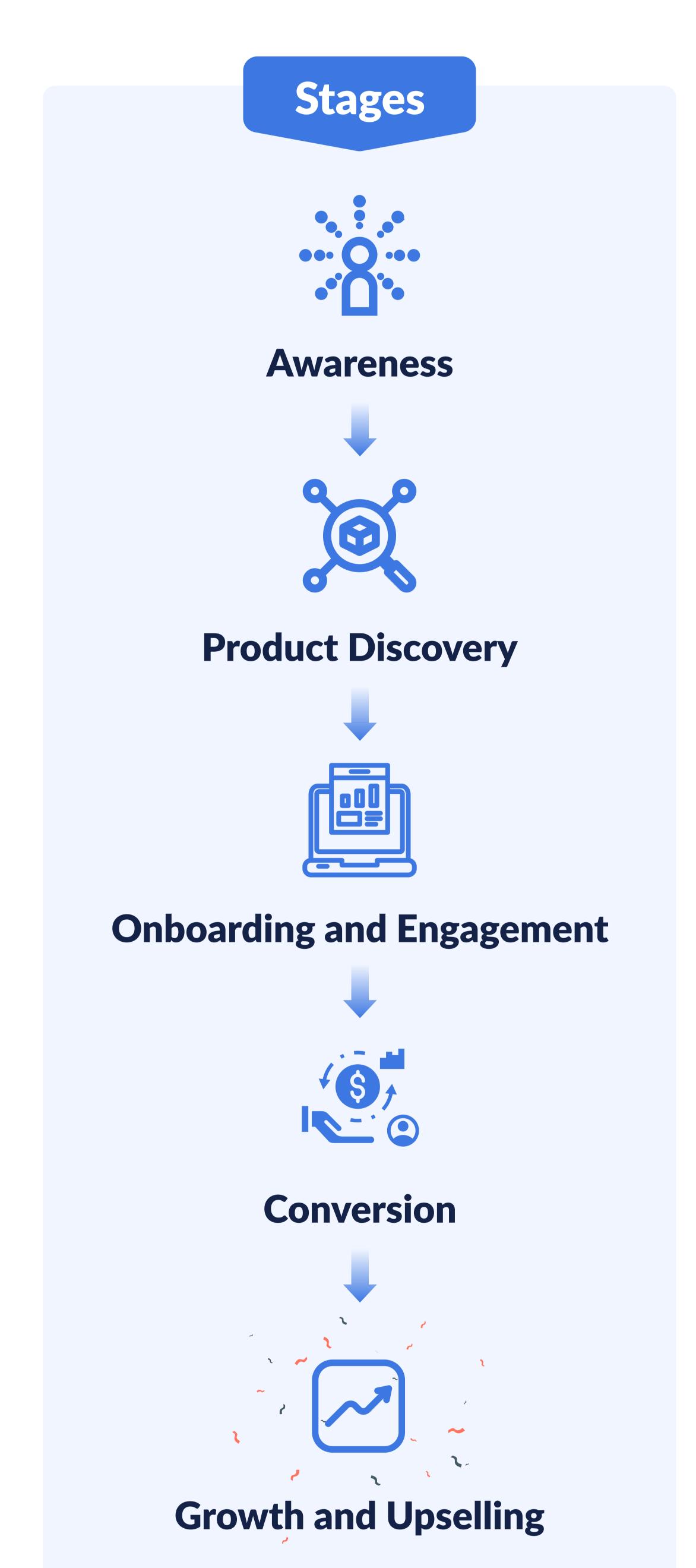
Self-service onboarding allows users to learn about and test out the product.

PLG strategies aim to make onboarding and product adoption as self-driven as possible.

With little to no sales effort, selfservice users become paying clients.

allow users to increase or decrease their usage.

In-app suggestions and prompts



SLG Initiatives

To capture interest at the enterprise level, SLG strategies should prioritize high-touch outreach and customized marketing campaigns.

Sales representatives can interact with business prospects to give personalized product demonstrations.

Sales teams may provide onboarding support and engagement strategies to assist enterprise clients further.

Enterprise deals are the main priority of sales-led conversions, necessitating intensive sales contacts and negotiations.

upselling for larger enterprise contracts and account expansion.

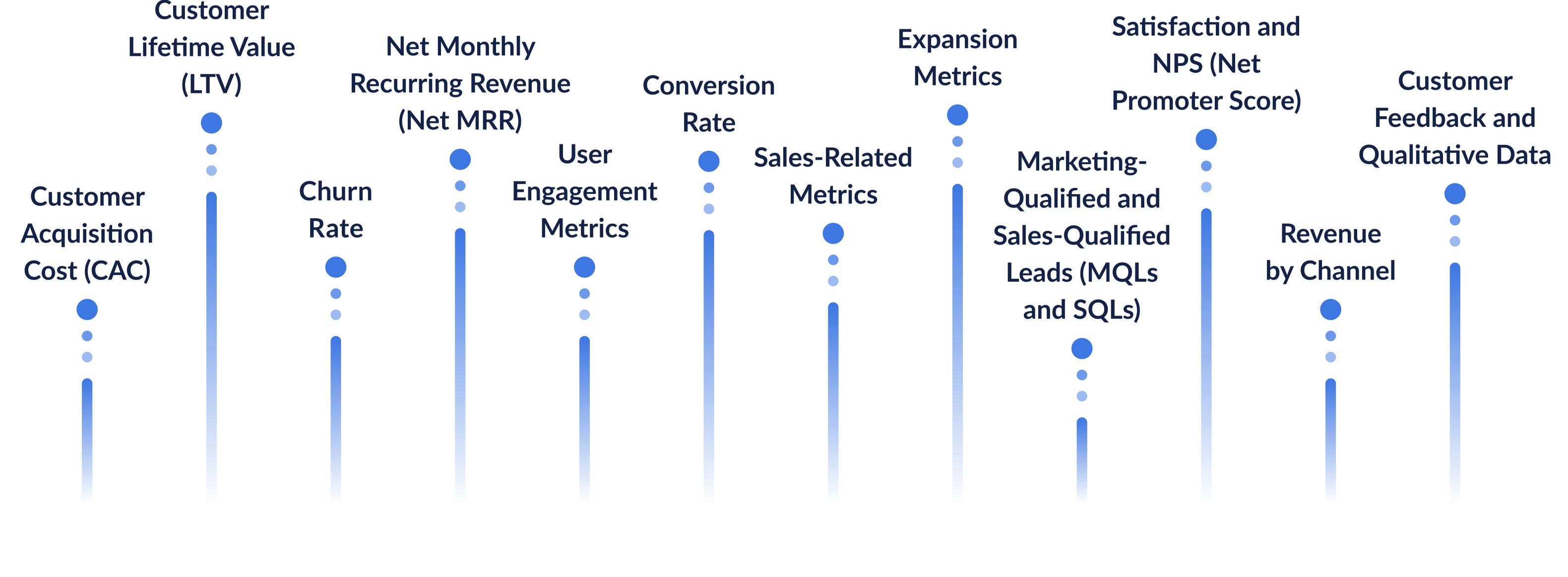
Sales-led initiatives focus on

Customer

Metrics to Measure

Key performance indicators (KPIs) that help measure the

success of this hybrid approach:

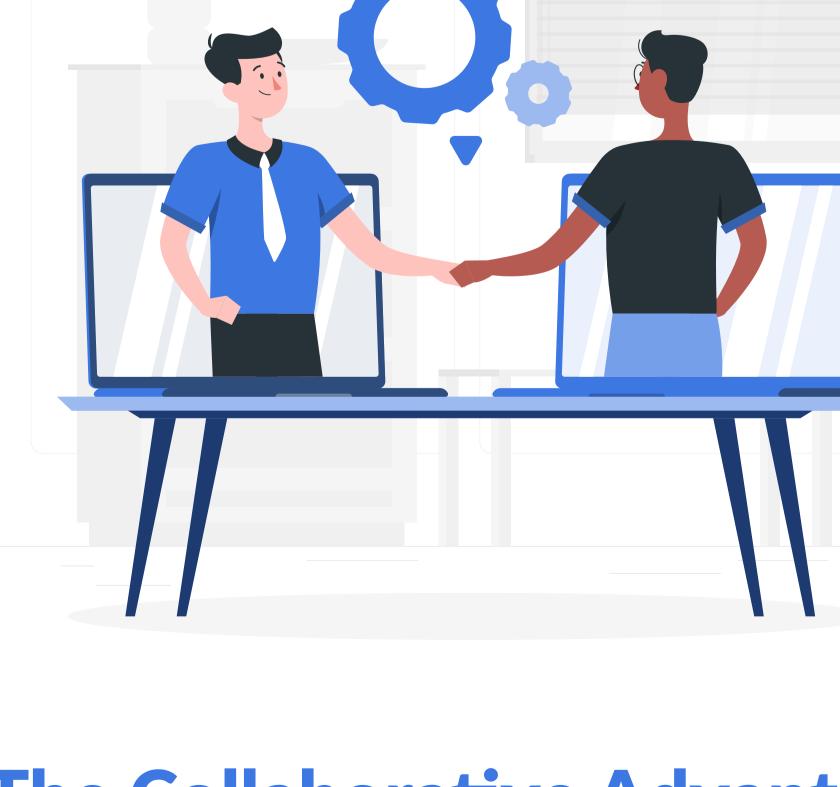


Optimizing PLG + SLG: Best Practices for Growth



Utilize innovative sales techniques combined with product

- Understand user behavior and segment users for personalized, product-led experiences.
- Incorporate product usage insights into lead scoring and
- Focus on Product Qualified Accounts (PQAs) with high conversion potential from trials or freemium offerings.



The Collaborative Advantage

customer journey. Marketing generates demand at the top of the funnel,

The PLS model involves distinct ownership in the

- product teams demonstrate value, and sales convert trial users. Ownership lines blur as teams collaborate, and cross-functional teams are essential for a product-led sales approach. Robust feedback loops, iterative refinement, and
- optimized processes are critical to the success of the hybrid model.

Let's transform your strategy with data-driven insights for exponential success!

Your Data-Driven SaaS Success Begins Here

Partner with LatentView Analytics to seamlessly integrate PLG and SLG, ensuring your SaaS business succeeds at every stage.

and usage analytics.

qualification models.

