

SaaS Success With PLG and SLG Hybrid Growth Approach

- 65% percent of SaaS buyers in various industries prefer a combination of sales and product-led purchasing experiences.¹
- 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).



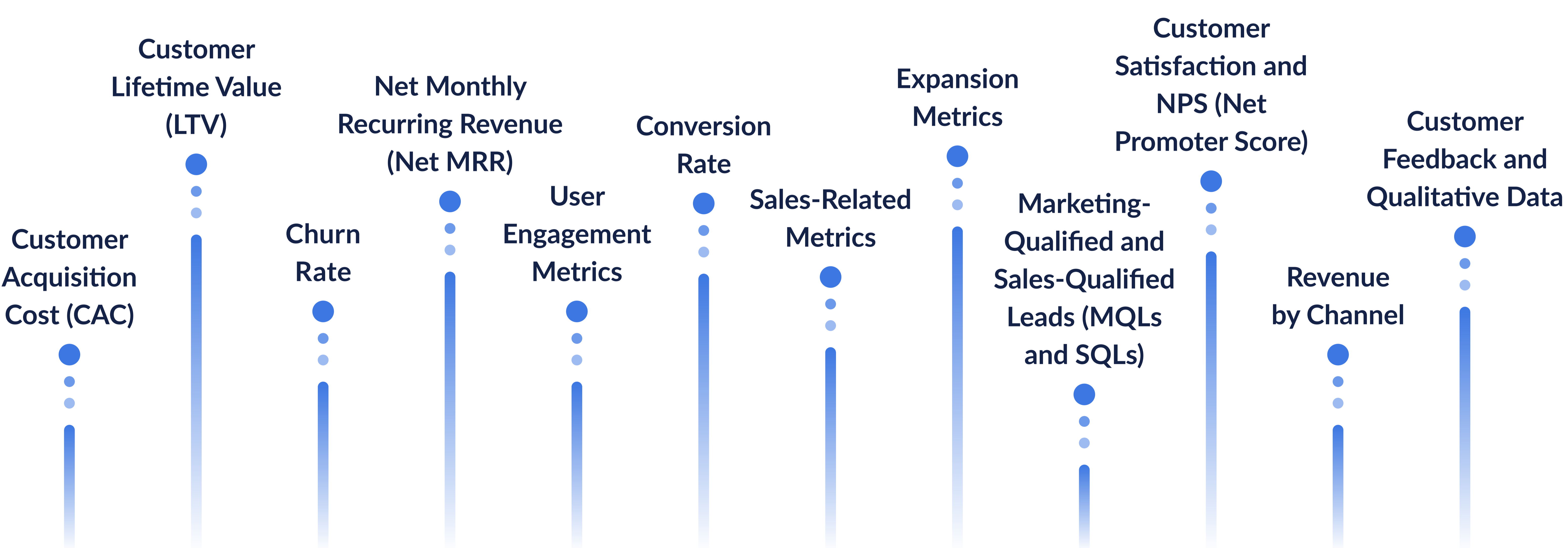
- This hybrid strategy is necessary when product-led growth (PLG) has already established a strong presence among corporate customers and traditional sales methods are required to cater to procurement teams.
- To achieve this, product marketers must prioritize increasing user value and engagement while 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

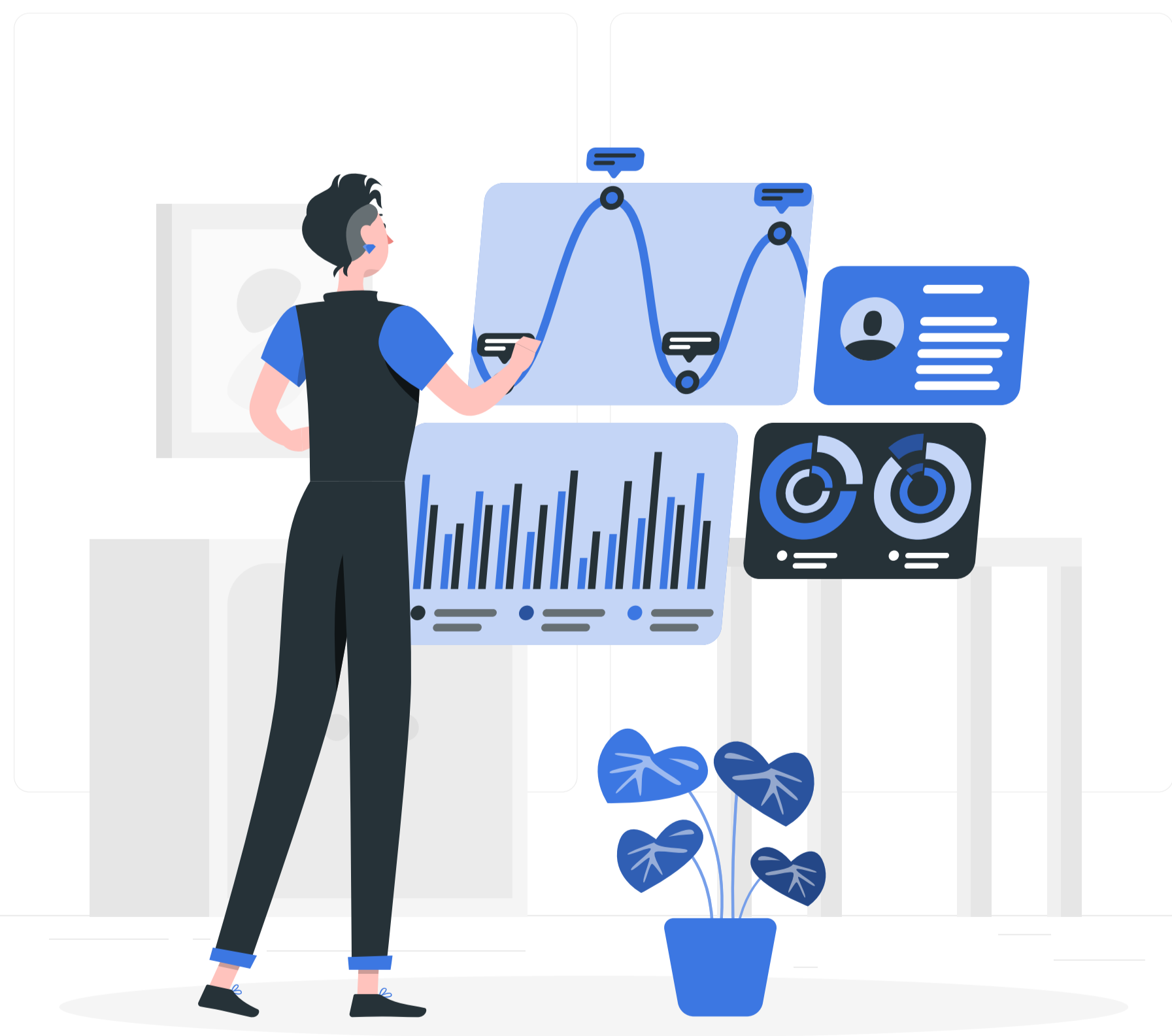


Metrics to Measure

Key performance indicators (KPIs) that help measure the success of this hybrid approach:

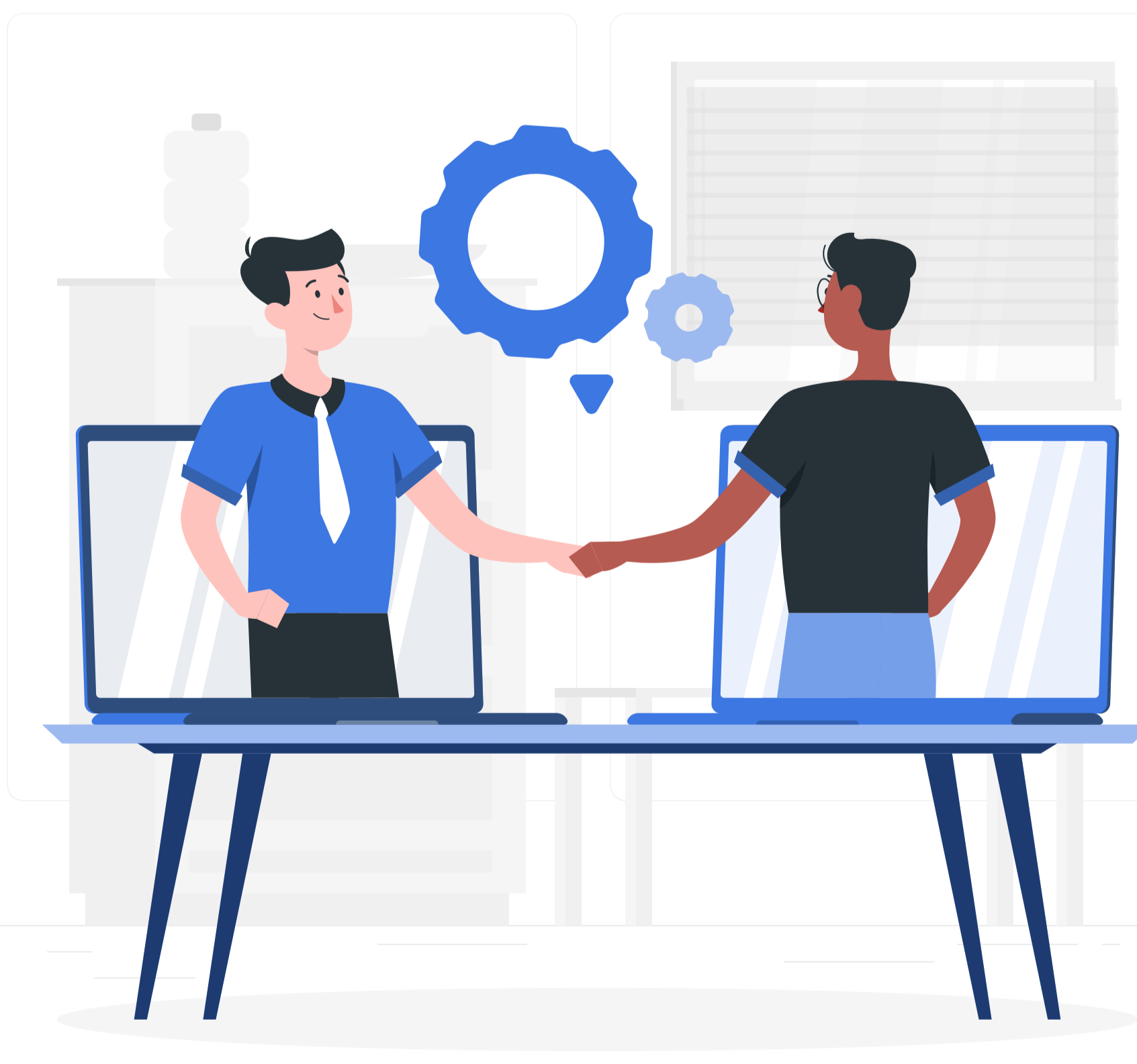


Optimizing PLG + SLG: Best Practices for Growth



Data-Driven Strategies

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



The Collaborative Advantage

- The PLS model involves distinct ownership in the customer journey.
- Marketing generates demand at the top of the funnel, 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.

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