

# N3 Checklist for change



Success in selling cloud solutions requires seismic shifts. Has your sales organization made the right moves?



## Change your Strategy

Land and expand is your new go-to strategy. Account acquisition is just the first step. It's more important to expand the account with cross-selling and upselling to drive recurring revenue. Increase speed to productivity via customer enablement training and tools.

## Change how you Measure Customer Value

Your target prospects should no longer be measured by the value of the initial contract size. Instead measure true value by the overall usage expected over the customer's lifetime.

**Customer Lifetime Value = adoption + ongoing use**



## Rethink your Prospects

By looking at a prospect's potential lifetime value, every enterprise may not measure up as your best target. SMBs could represent a larger value over time.

## Increase Focus on LOB

As more key decision makers of cloud solutions reside in the Line of Business (LOB), less sales targets are in IT. Focus more attention on your LOB contacts.



## Add Members to the Sales Team

Think beyond hunter/farmer and use a team approach. Match coverage to engagement touchpoints such as lead nurturers and customer success/renewal representatives. Include technical expertise to address issues and remove blockages during pre and post-sale.

## Change your Compensation Models

Shift compensation models to be more short term. If you align sales incentives to match customer lifetime value, you will boost results.



**N3** is the cloud sales expert. We use these strategies every day to help our clients exceed sales goals by over 110%. [Contact us](#) today to find out how to succeed in cloud sales and drive revenue results.

