

PRESALES BEST PRACTICES: HOW TO HELP YOUR INTERNAL CUSTOMERS

Your customers come to you for help solving problems, reducing pains, gaining insights, and improving performance. As a presales team, when you think about your *customers*, you most likely think about your sales prospects and your signed customers. These are your *external* customers. Presales teams also have *internal* customers that need their help: Sales, Marketing, Product, Post-Sales/Customer Success, Executives/C-Suite. Let's explore what your internal customers need to be successful and how your presales team can help.

SALES

Sales teams need to hit their quotas. That means:

1. They need help with 'technical discovery' to uncover a customer's key technical requirements, constraints, and 'gotchas'.
2. They need help demo'ing your product to get end users excited.
3. They need help designing solutions and showing value to stakeholders.
4. They need help building trust, credibility, and rapport with decision-makers.
5. They need help leading proof-of-concepts (POCs) and proof-of-values (POVs) that satisfy defined success criteria.
6. They need help closing deals.

As a presales team, you can do all of that. Help your Sales team!

MARKETING

Marketing teams need to build demand and drive leads into the sales funnel. That means:

1. They need help explaining technical concepts and complex features in simple terms.
2. They need help creating technical content like white papers and webinars.
3. They need help designing and delivering automated demo's and product walk-throughs.
4. They need help understanding 'technical fit' profiles to guide their lead generation efforts and budgets.

As a presales team, you can do all of that. Help your Marketing team!

PRODUCT

Product teams need to build products that people will buy. That means:

1. They need help listening for what customers really need versus what they say they need.
2. They need help quantifying the financial impacts of feature requests and product gaps.
3. They need help distinguishing between blockers-to-buy, future needs, and nice-to-have's.
4. They need help prioritizing roadmaps based on real data.

As a presales team, you can do all of that. Help your Product team!

POST-SALES / CUSTOMER SUCCESS

Post-Sales/Customer Success teams need to deliver amazing onboarding and implementation experiences. That means:

1. They need help getting up to speed on new customers and everything that was done during the sales cycle.
2. They need help understanding the technical needs, highlights, and gotchas.
3. They need help accessing the technical evaluation plans that were followed with

all the POC/POV test cases and success criteria.

4. They need help carrying over the amazing goodwill that you built up during the sales cycle into their post-sales activities.

As a presales team, you can do all of that. Help your Post-Sales/Customer Success team!

EXECUTIVES / C-SUITE

Executives/C-Suite need to show their Boards growth, profitability, and performance against strategic objectives. That means:

1. They need help helping the Sales team.
2. They need help helping the Marketing team.
3. They need help helping the Product team.
4. They need help helping the Post-Sales/Customer Success team.

As a presales team, you can do all of that. Help your Executives/C-Suite team!

SUMMARY

The best presales teams understand how they can help both their external customers and their internal customers achieve success. In doing so you make your presales team an invaluable contributor to your company's revenue, profitability, and long-term success.