

Smooth Operators: 4 Tips to Jazz Up Your SMB Sales!

Put Your Product in the Spotlight!

Make product demos and educational content readily available to let prospects self-educate before engaging with your sales team.

Pricing Transparency is Key!

Be upfront with pricing for SMBs—display packages clearly while offering custom quotes for enterprise clients.

Align Teams for Winning Results!

Keep sales and marketing aligned by regularly discussing win rates; this helps identify issues with lead quality and sales execution.

Strategically Segment Your Availability!

Ensure your outbound account execs have at least 4 hours of availability across geographies to eliminate time zone conflicts.