

Selling SaaS to Enterprise Customers Checklist

Use this checklist to ensure you're on track to attract and close enterprise SaaS deals.

Understanding the Enterprise Buyer:

- ☐ Have you identified all key stakeholders in your target enterprise accounts?
- ☐ Do you understand the distinct priorities and pain points of each stakeholder (End Users, Managers, IT, Finance, Executives)?
- ☐ Have you mapped the organizational structure and potential influencers?
- ☐ Have you researched their existing technology stack and potential integration needs?

Refining Your Messaging:

- ☐ Is your core messaging focused on business outcomes and ROI, not just features?
- ☐ Have you developed persona-specific content that addresses the unique concerns of each stakeholder?
- ☐ Are you using clear and concise language, avoiding technical jargon where possible?
- ☐ Do you have real-world examples and case studies relevant to enterprise clients?

Qualifying and Nurturing Leads:

- ☐ Have you defined clear qualification criteria for enterprise leads?
- ☐ Are you prepared for extended sales cycles (months, not weeks)?
- ☐ Do you have a multi-touch, content-driven nurturing strategy in place?
- ☐ Are you utilizing a lead scoring system to prioritize engaged prospects?

Investing in Thought Leadership:

- ☐ Are your executives actively engaging as thought leaders in the industry?
- ☐ Are you creating high-value, in-depth content (white papers, reports)?
- ☐ Are you exploring opportunities to engage with industry analysts?
- ☐ Are you participating in relevant industry events?

Transitioning to Account-Based Marketing (ABM):

- ☐ Have you identified your high-value target enterprise accounts?
- ☐ Have you mapped key stakeholders within those accounts?
- ☐ Are you developing personalized engagement strategies for each account?
- ☐ Are you executing multi-threaded outreach across different stakeholders?
- ☐ Are you creating custom content and offers for your target accounts?

Optimizing the Buyer Journey:

- ☐ Do you have proactive answers to common enterprise objections (security, integration, ROI)?
- ☐ Have you developed clear and compelling ROI models?
- ☐ Are you prepared to offer phased rollouts or pilot programs with defined success metrics?
- ☐ Is your sales team equipped for multi-threaded selling?

Addressing Pricing and Procurement:

- ☐ Do you have flexible and value-based pricing frameworks suitable for enterprises?
- ☐ Are you prepared to discuss custom quotes and negotiated contracts?
- ☐ Do you understand typical enterprise procurement processes (POs, legal reviews)?
- ☐ Can your payment processor handle diverse payment methods and tax requirements?

Supporting Internal Advocates:

- ☐ Are you identifying and cultivating relationships with internal champions?
- ☐ Are you providing them with tailored sales enablement materials?
- ☐ Are you offering executive briefings for key decision-makers?

Delivering Exceptional Onboarding and Support:

- ☐ Do you have customized onboarding plans for enterprise clients?
- ☐ Do you offer dedicated account management and customer success teams?
- ☐ Do you provide comprehensive training programs?
- ☐ Are you proactively monitoring adoption and identifying expansion opportunities?

Prioritizing Security, Compliance, and Data Protection:

- ☐ Do you hold relevant security certifications (e.g., SOC 2)?
- ☐ Do you have comprehensive security and compliance documentation?
- ☐ Are you prepared to address data residency and governance requirements?