What Drives Growth?

Companies operating more in sales & marketing, as well as those showing success with a "land-and-expand strategy" (i.e., upsells) are growing faster than their peers.

- As companies scale, churn and net dollar retention rates are critical to growth.
- What Drives Growth?
- Field sales have...
- All companies...
- Have lower propensity to upsell and expand
- Are less efficient
- Lower churn
- Higher revenue

Go-to-Market: What's the Best Distribution Strategy?

Field sales is still the most common approach, driven by large contract sales. Smaller contract sales rely on the internet and inside sales, but there is no clear consensus. Field sales still dominates.

- Field sales still dominates.
- From Existing Customers
- ANNUAL NET DOLLAR RETENTION
- Median ≈ 16%

Invest More

The cost of adding new revenue from existing customers is a small fraction—24%—of the total cost to acquire revenue. The benefits of this are significant.

- The 2015 Pacific Crest SaaS Survey
- www.forentrepreneurs.com/2015-survey