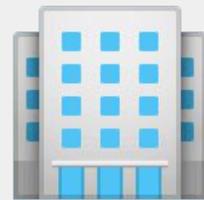


Top-Down

Product



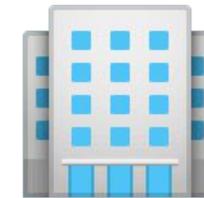
Decision-maker
(e.g. HR, IT, Innovation)



Users/Employees

Bottom-up

Decision-maker
(e.g. HR, IT, Innovation)



Users/Employees



Product

Brighteye Insights

Based on 100+ startups

Top-Down

Bottom-up

Overview

Sales-driven

Product-driven (B2C inspired)

Marketing

Account-based marketing
Customised message + specific target

General awareness
Broad value proposition + Volume

Sales strategy

Focus on decision maker
Large ACVs

Focus on user growth before sales
Small ACVs

Product

Comprehensive product
Customisation + Integration w/ workflows/systems

Simple product
Easy to use + self-service + one-size fits all w/ limited features

Adoption

Customer Success
Onboarding / internal campaigns

Organic via users
Relationship + credibility before decision maker

Brighteye Insights

Based on 100+ startups

B2B sales process: Top Down vs. Bottom Up



Kevin Bourgeois
Co-founder & CEO



Yassine Chabli
Co-founder & CEO



Quentin Lacointa
Co-founder & CFO



Moderator

David Guérin
Associate



8 panel discussion takeaways

Supermood

beekast



1. It is extremely rare to find players that leverage only a bottom up approach. Companies tend to leverage both top-down + bottom up sales strategies as they tend to be complementary. The exception to the rule is Survey Monkey, which is purely a bottom-up player.
2. When negotiating with clients be crystal clear on what they are going to obtain by using your solution (vs. competitors) and don't compromise on price. If, for whatever reason, you feel they are not the right fit for your product, then be picky and don't move forward with the deal. It is hard to do, but critical.
3. Develop strong relationships with both purchasing and IT departments. Truly understand their philosophy and the way they work. In the long-run, this will create a competitive advantage and a stickier product.
4. Pipeline nurturing: Leverage content (i.e. specific case studies) according to the phase of your conversion funnel. This will increase your credibility and most importantly, it will allow you to remain at the forefront of your customers' mind. Note: Nurturing doesn't end when you convert your lead, keep nurturing them after your solution is fully rolled-out.
5. Spend time building a solid lead scoring system. This will allow you to prioritize your commercial efforts and increase your probability of conversion.
6. Before building or beefing up your commercial team (e.g. AEs, SDRs), truly understand your economics and your average contract value (if your ACV is <1K/month, having an army of SDRs/AEs does not make sense).
7. Learn by heart what other successful companies do (e.g. Salesforce, HubSpot, Slack, Zoom) in order get inspired by their strategies and organizational structures. Save time by not reinventing the wheel.
8. To make your product sticky, you need to build a GREAT product that is aligned with users' needs. Easier said than done so you need to be close and spend a lot of time with your end users. They are the ones who you need to seduce at the end of the day.

ABOUT BRIGHTEYE VENTURES

Brighteye Ventures is the **leading EdTech/HRTech focused venture capital fund in Europe**. Brighteye invests in early-stage companies that help people learn & grow.

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