

Head of Sales Checklist for B2B SaaS Startup

Pro Tips to Start With:

- Understand your target audience thoroughly.
- Build and nurture a skilled sales team.
- Rely on data for smart decisions.
- Collaborate closely with marketing efforts.
- Keep learning about industry trends.

Things to Watch Out for:

- Avoid pricing pitfalls; find balance.
- Stay closely aligned with the product team.
- Prioritize post-sale customer success.
- Scale sales efforts gradually.
- Stay aware of competitors.

Dos & Dont's:

- Do prioritize value over features.
- Do qualify leads wisely.
- Do build strong customer relationships.
- Don't oversell; be transparent.
- Don't ignore valuable customer feedback.

Soft Skills and Responsibilities:

- Manage founder relations and align goals.
- Attend networking events and conferences.
- Keep open communication with the team.
- Engage at industry events.
- Foster team collaboration.
- Listen to customer feedback.
- Regularly check in with the team.
- Address upskilling needs.
- Boost team morale.

Must-Have Tools:

- CRM system
(e.g., Salesforce, HubSpot CRM, Pipedrive)
- Buyer Enablement tools
(e.g., Flowla, Highspot, Seismic)
- Communication tools
(e.g., Zoom, Teams, Gmail)
- Analytics tools
(e.g., Google Analytics, Mixpanel)
- Lead generation tools
(e.g., Leadfeeder, MadKudu)