

The Product-Led Growth and Sales-Led Growth Continuum

Technology and service providers (TSPs) are continuously challenged to scale and grow. By adopting a Product-led go-to-market approach or by blending Product-led and traditional Sales-led methods, TSPs are creating new growth springboards.

What Are PLG and SLG?

Product-led growth (PLG)

A growth strategy that drives scalability by aligning all the internal and customer-facing teams to offer a superior product with an excellent experience as the main vehicle for **user acquisition, activation and expansion into the enterprise through peer-to-peer influence.**

```
graph LR; Product[Product] -- Pull --> User[User]; User -- Pull --> EnterpriseBuyer[Enterprise Buyer];
```

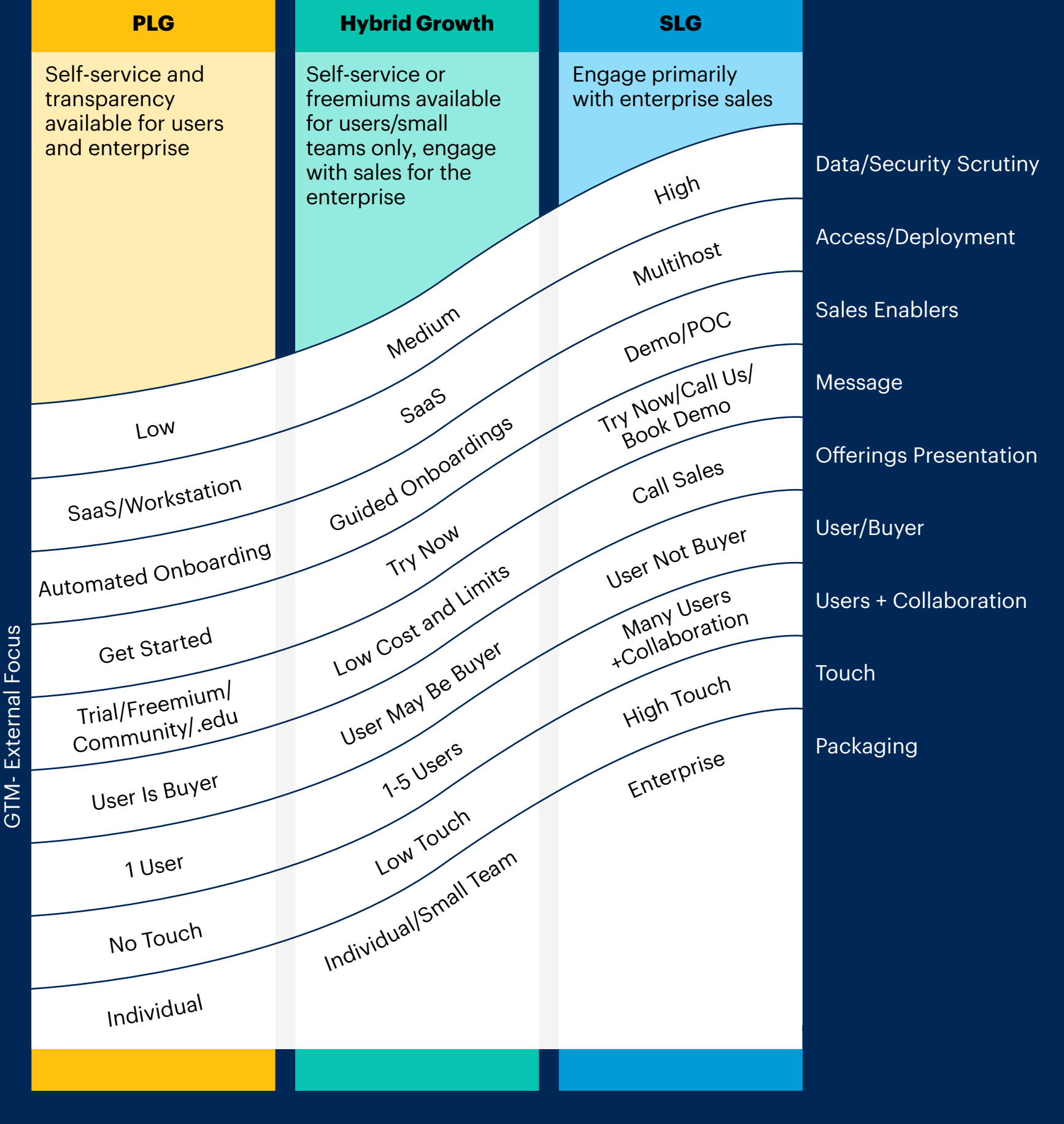
Sales-led growth (SLG)

The traditional revenue growth strategy that relies on high-touch involvement of sales teams with customers, focusing primarily on **selling the business value of the product/offering.**

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graph LR; Sales[Sales] -- Push --> EnterpriseBuyer[Enterprise Buyer]; EnterpriseBuyer -- Push --> User[User];
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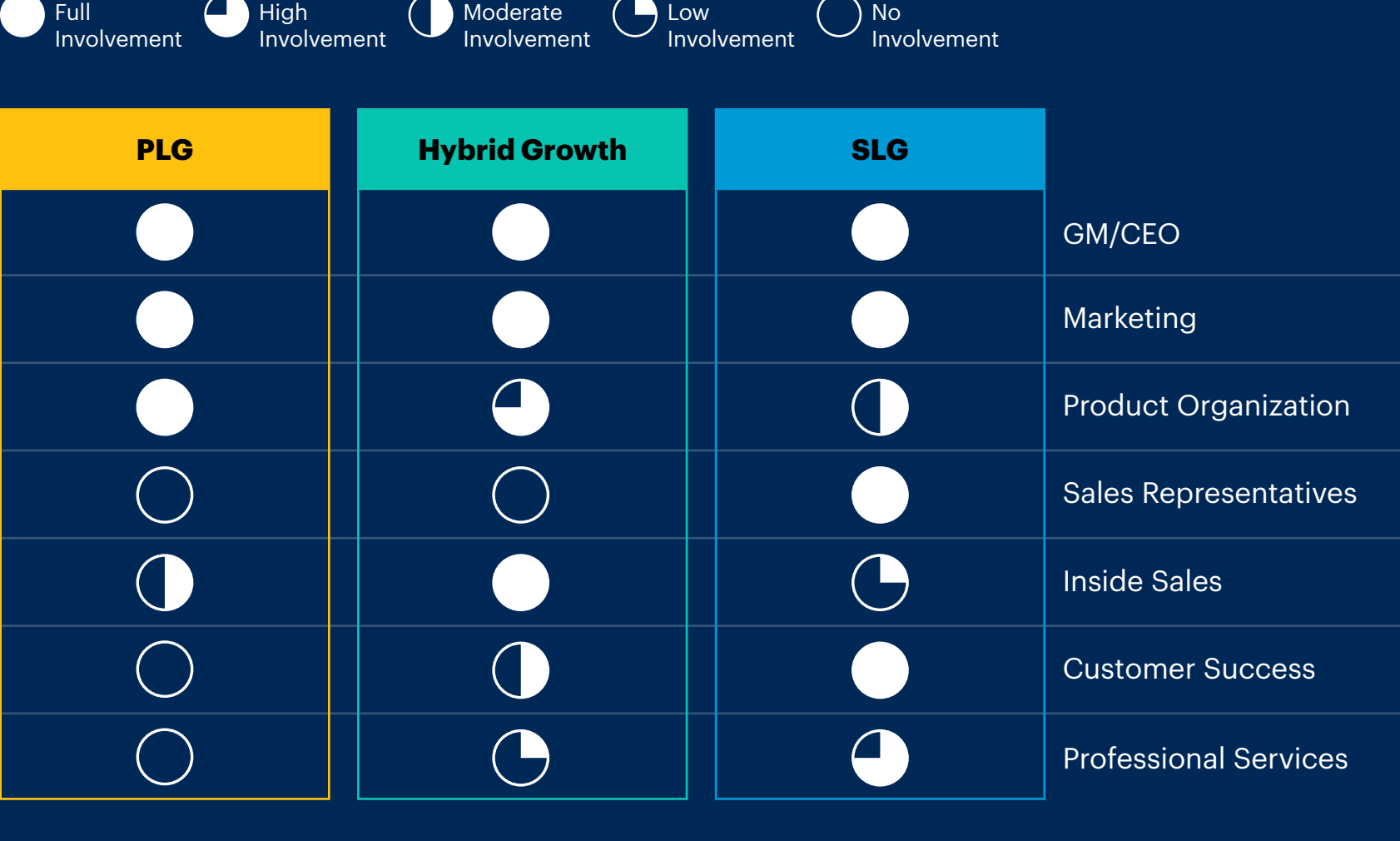
There Is a Continuum Between PLG and SLG

TSPs can use different variations of product and GTM strategies for the same core offerings to address needs of different buyer personas



GTM Is Supported by TSP Roles

Being PLG or engaging in PLG-like strategies is a team sport across all TSP roles and the role involvement level differs between PLG and SLG.



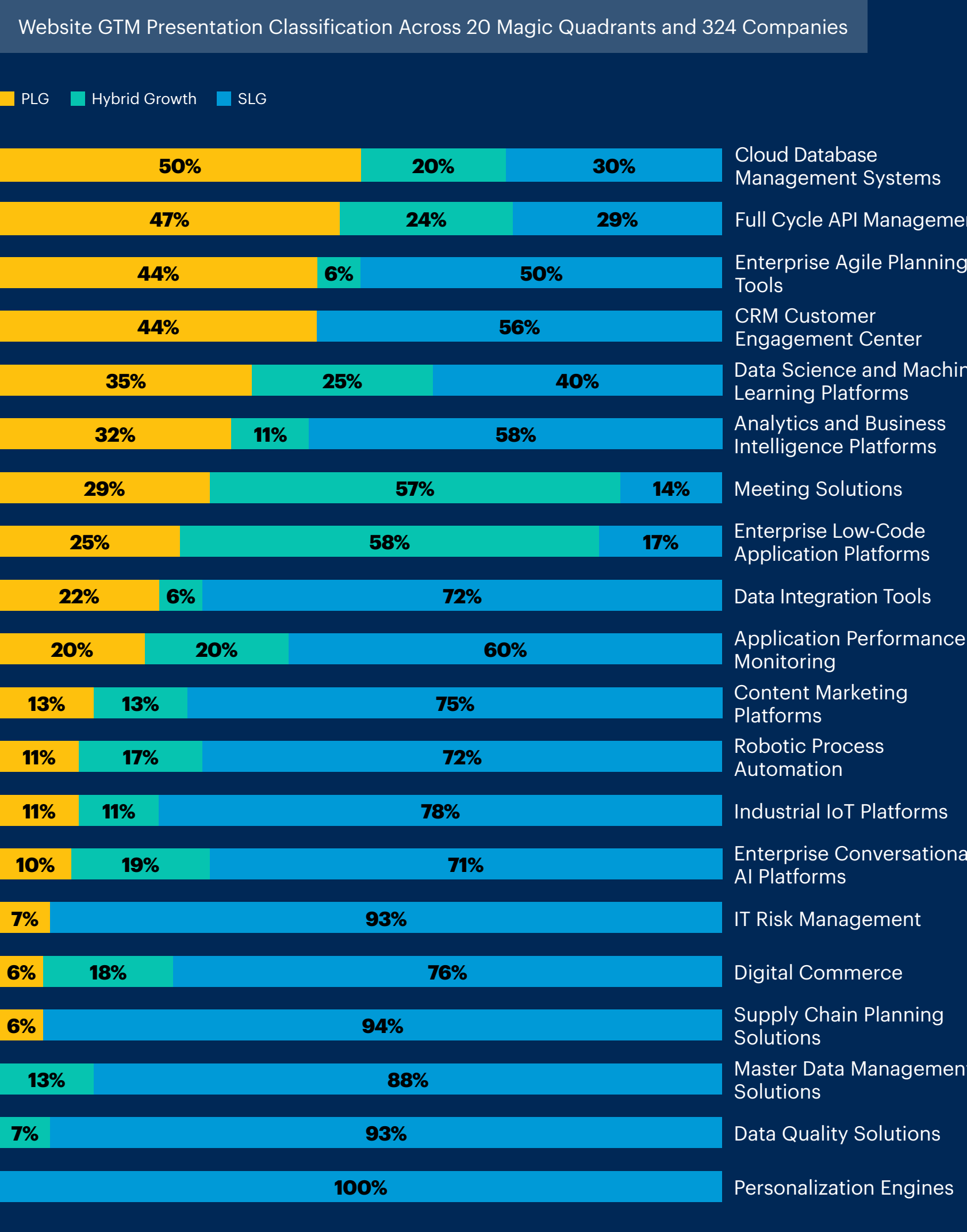
Additional Self-Service Website Capabilities Are Required for PLG

The TSP website must reflect the mix of GTM motions used.



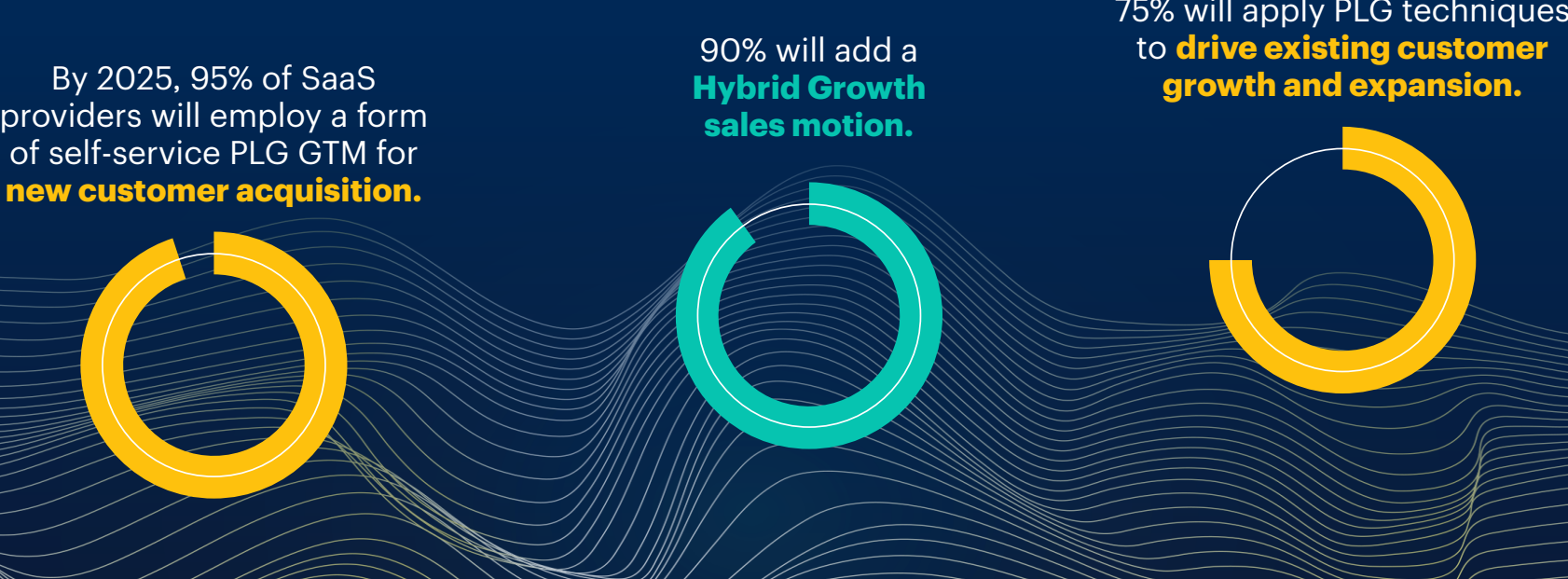
There Is a Continuum of PLG, Hybrid Growth and SLG Across Markets

The percentage of TSPs using PLG and Hybrid Growth approaches varies significantly.



Note: Totals may not add up to 100% due to rounding.

Strategic Planning Assumptions



Recommended Next Steps

- ▶ **Evaluate your product for fit for PLG/Hybrid Growth/SLG approaches based on how your users engage and the buyers buy.**
- ▶ **Determine where you are and where you would like to be on the PLG-SLG continuum.**
- ▶ **Commit to an approach by staffing, measuring and optimizing.**

Source: Gartner
Note: This analysis was completed by Gartner analysts across 324 companies websites as well as qualitative analysis across customer inquiries.