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 Productled and traditional Sales-led methods, TSPs are creating new growth springboards.

What Are PLG and SLG?

A growth strategy that drives scalability by

Product-led growth (PLG)

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.











The traditional revenue growth strategy that

Sales-led growth (SLG)

relies on high-touch involvement of sales teams with customers, focusing primarily on selling the business value of the product/offering.



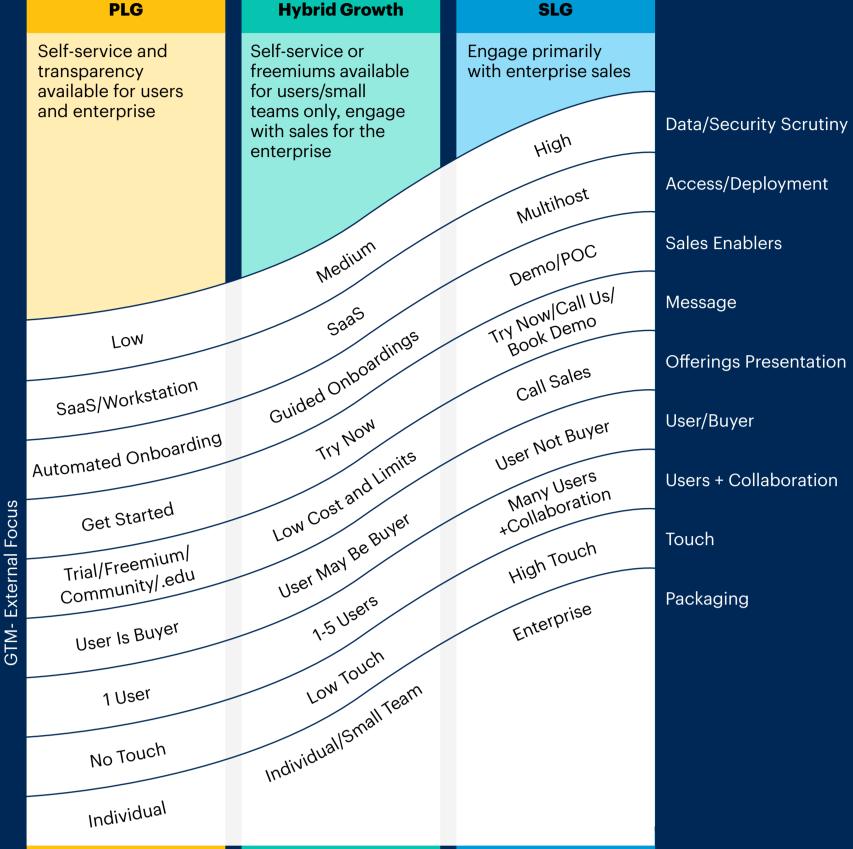






TSPs can use different variations of product and GTM strategies for the same core offerings to address needs of different buyer personas

There Is a Continuum Between PLG and SLG

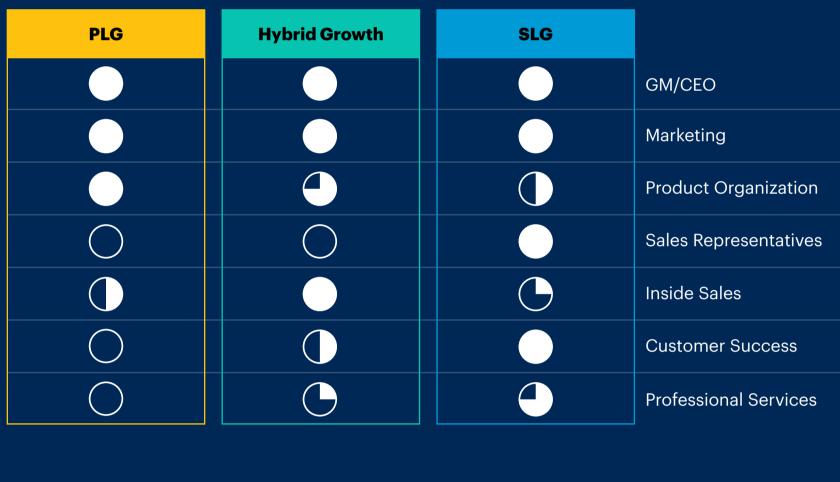


Moderate Involvement Involvement

GTM Is Supported by TSP Roles

Involvement Involvement

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.



Hybrid Growth PLG SLG

Contact Us/Demo

Cloud Database

CRM Customer

Tools

Enterprise Agile Planning

On-Demand Demo/Tour

Additional Self-Service Website Capabilities Are Required for PLG

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

Optional

Must Have

PLG

Hybrid Growth SLG

44%

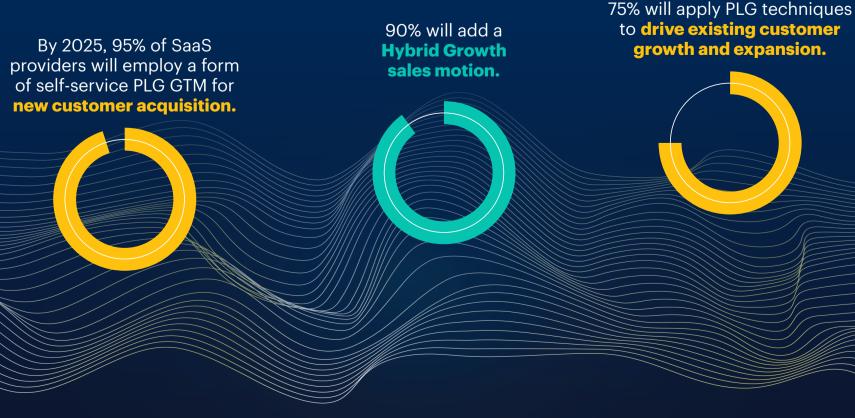
| * | * | | Trial |
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| _ | _ | | Freemium |
| * | * | | Individual/App Pricing and Access |
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| There Is a Continuum of PLG, Hybrid Growth and SLG Across Markets The percentage of TSPs using PLG and Hybrid Growth approaches varies significantly. Website GTM Presentation Classification Across 20 Magic Quadrants and 324 Companies | | | |
| | | | |

50% 20% 30% Management Systems **47%** Full Cycle API Management **24% 29%**

50%

6%

44% **56% Engagement Center** Data Science and Machine 35% 25% 40% Learning Platforms **Analytics and Business** 32% 11% **58%** Intelligence Platforms 29% **57%** 14% **Meeting Solutions** Enterprise Low-Code **25% 58% 17% Application Platforms** 22% 6% **72% Data Integration Tools Application Performance** 20% 60% 20% Monitoring Content Marketing 13% **13% 75% Platforms Robotic Process** 11% **17% 72%** Automation 11% **78%** Industrial IoT Platforms 11% **Enterprise Conversational** 10% 19% 71% Al Platforms IT Risk Management **7**% 93% 6% **76%** Digital Commerce 18% Supply Chain Planning 6% 94% Solutions Master Data Management 13% 88% Solutions 93% **Data Quality Solutions 7**% 100% Personalization Engines Note: Totals may not add up to 100% due to rounding. **Strategic Planning Assumptions**



Recommended Next Steps

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.

Evaluate your product for fit for PLG/Hybrid Growth/SLG

Commit to an approach by staffing, measuring and optimizing.

Source: Gartner