



THE WHISTLE PLAYBOOK FOR PRODUCT-LED GROWTH



A guide for PLG companies on how to best use sales teams in the user experience, to drive commercial adoption.

EXPECTATIONS:



Respond to new leads within minutes.



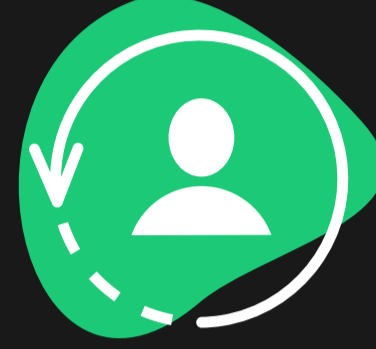
Ensure every trial user has the option to speak to an onboarding specialist.



Match client needs to product features, build rapport to drive conversion and loyalty.



Recover leads that were not attended to.



Re-engage former trial users who did not convert.



Expand and upsell happy customers.



Expand and upsell happy customers.

START

TRIAL SIGN UP



Not Activated



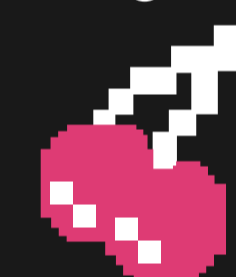
Converted



IN TRIAL



Not Using



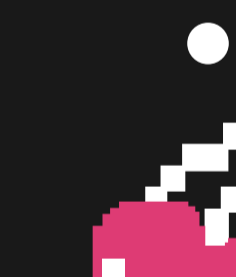
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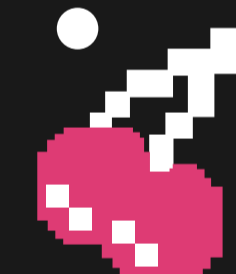
TRIAL ENDING



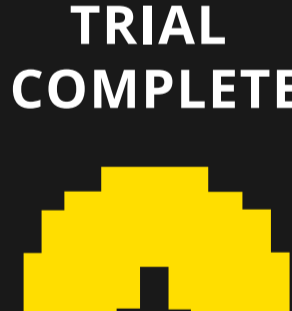
No Indicator Of Upsell



Converted



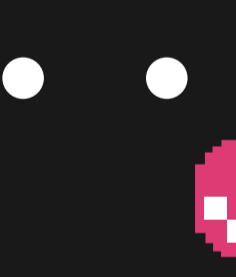
Paying Customer



TRIAL COMPLETE



Did Not Convert

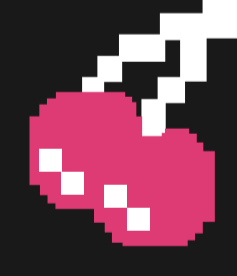


Converted



Churned

PAYING CUSTOMER



Active

RECOVERY PROGRAM

- Closed Lost Deals
- Customer Churn
- Change Jobs
- Opportunity Ghosts

EXPANSION PROGRAM

- Current Account Expansion
- Multiple Departments
- Competitor Mapping
- Referrals

RE-ENGAGE

- Warm Inbound Leads
- Cold Inbound Leads
- Meeting No Shows
- Post Meeting Ghosts
- Closed Lost Timing
- Closed Lost Budget

MORE SALES. SIMPLE.

