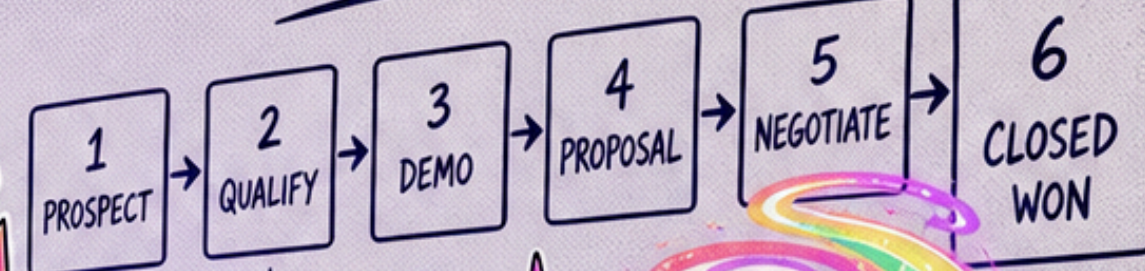




# THE SALES CYCLE



# SALES-LED GROWTH FOR ENGINEERS:

WHAT THE SALES CYCLE  
ACTUALLY DEMANDS

# WHAT SALES-LED GROWTH ACTUALLY MEANS



Sales-led growth is a go-to-market model where **human salespeople drive revenue**. A rep identifies a prospect, qualifies them, runs a demo, negotiates a contract, and closes the deal. The product supports the conversation — it doesn't replace it.

This is different from **product-led growth (PLG)**, where users sign up, try the product themselves, and convert without talking to anyone.

Sales-led growth is commonly associated with complex products where annual contract values run into the tens of thousands of dollars and buying decisions involve multiple stakeholders — though the exact threshold varies by industry, product type, and company stage, and practitioners cite figures ranging from **\$10,000 to \$50,000 or more**. The more expensive the deal, the **more a human needs to be involved in closing it**.

As an engineer, the distinction matters because in an SLG environment, the **sales cycle is the primary feedback loop for your roadmap**. Not user behaviour metrics. Not activation rates. What deals are stalling, and why.



# THE FIVE STAGES EVERY DEAL MOVES THROUGH

One widely used B2B pipeline model:



Each stage marks a milestone converting a prospect into a customer.

**i** Note: CRMs use 4-8+ stages. This is one common framework, not a universal standard.



# STAGE-BY-STAGE BREAKDOWN

1  
LEAD GEN.



Rep finds an ICP fit.

Product must be findable and explainable in one sentence.

2  
QUALIFICATION.



Discovery call confirms problem, budget, authority.

Product builds credibility via demos or trials.

3  
PROPOSAL.

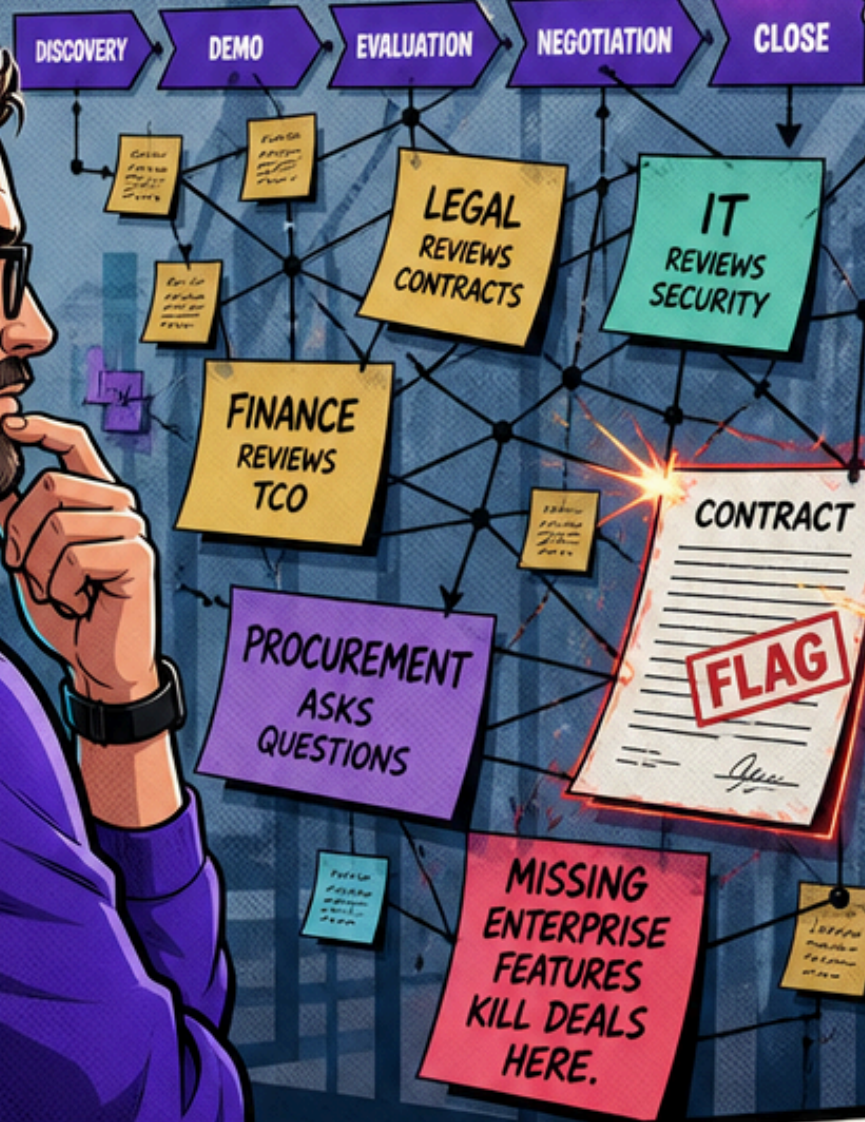


Tailored solution and price presented.

Rigid pricing logic becomes engineering debt here.



# THE BACK HALF OF THE PIPELINE IS BRUTAL



## NEGOTIATION.

Legal reviews contracts. IT reviews security. Finance reviews TCO. Procurement asks questions your rep has never heard. **Missing enterprise features kill deals here.**








## CLOSE.

Contract signed, payment agreed. Customer moves to onboarding — and that handoff is itself an engineering problem.

# VAGUE STAGES = BAD DATA = LOST DEALS



## CLEAR STAGE DEFINITIONS

	<b>NEW</b>	New inbound lead captured.
	<b>DISCOVERY</b>	Pain validated and qualified.
	<b>PROPOSAL</b>	Pricing shared with prospect.
	<b>NEGOTIATION</b>	Commercial terms under discussion.
	<b>CLOSED WON</b>	Deal won and onboarded.



**WITHOUT CLEAR STAGE DEFINITIONS, REPS ADVANCE DEALS ON GUT FEEL. YOUR "PROPOSAL" STAGE FILLS WITH PROSPECTS WHO HAVEN'T SEEN PRICING.**



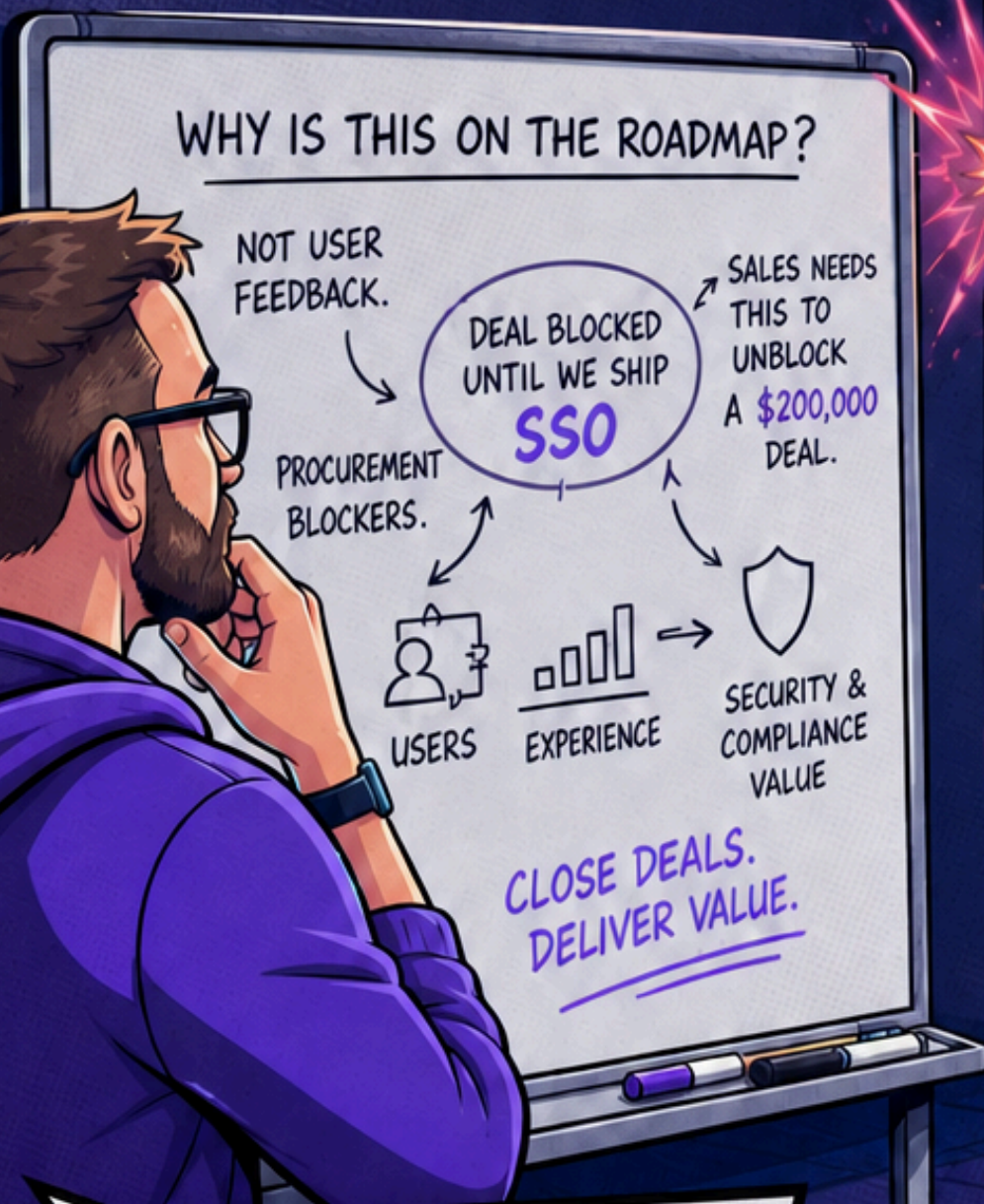
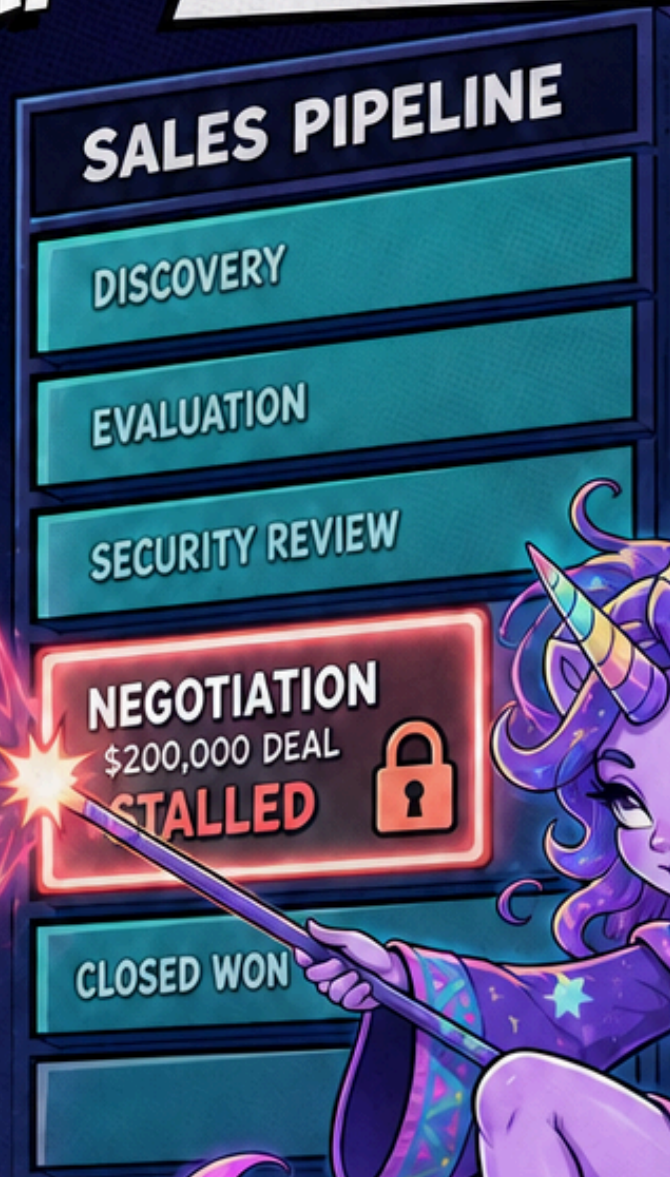
**ENGINEERS WHO UNDERSTAND STAGES CAN INSTRUMENT THE PRODUCT TO SURFACE THE RIGHT SIGNALS AT THE RIGHT MOMENT — ACTIVELY HELPING REPS MOVE DEALS FORWARD.**

# WHY THE SALES CYCLE DRIVES YOUR ROADMAP

THE ROADMAP ISN'T DRIVEN BY WHAT USERS ASK FOR. IT'S DRIVEN BY WHAT DEALS ARE STALLING ON.

## ENTERPRISE SECURITY FEATURES:

- ✓ SSO
- ✓ RBAC
- ✓ SCIM
- ✓ AUDIT LOGS
- ✓ MFA
- ✓ SOC 2



THIS ISN'T A FEATURE REQUEST. IT'S A **PROCUREMENT BLOCKER** A SALESPERSON SURFACED.

FEATURES EXIST TO CLOSE DEALS — AND DELIVER **REAL SECURITY & COMPLIANCE VALUE.**

## SALES PIPELINE

DISCOVERY

EVALUATION

SECURITY REVIEW

NEGOTIATION

\$200,000 DEAL

STALLED

CLOSED WON

SECURITY & COMPLIANCE VALUE

CLOSE DEALS. DELIVER VALUE.

FEATURES EXIST TO CLOSE DEALS — AND DELIVER **REAL SECURITY & COMPLIANCE VALUE.**

# PRODUCT INSTRUMENTATION THAT MAPS TO PIPELINE STAGES

ONCE YOU KNOW THE PIPELINE STAGES, YOU CAN START THINKING ABOUT WHAT SIGNALS YOUR PRODUCT SHOULD BE GENERATING AT EACH ONE.



## AWARENESS / TOP OF FUNNEL

- Visited your pricing page 3x this week
- Searched docs on a specific integration
- Invited 2 colleagues to view the product

### YOUR INSTRUMENTATION JOB:

Fire an event every time a prospect hits a high-intent page. Pass that event to the CRM.



## TRIAL / QUALIFICATION

- Signed up for a free trial
- Set up their first project
- Hit the usage limit
- Invited a team member

### YOUR INSTRUMENTATION JOB:

Define what "activated" looks like in your product. Track it. Alert the rep when it happens.



## DEMO / PROPOSAL STAGE

- Attended a demo and asked about a specific integration
- Downloaded your security whitepaper
- Submitted a security questionnaire

### YOUR INSTRUMENTATION JOB:

Capture what was discussed in the demo and what follow-up materials were shared. Make that visible in the CRM so the next rep interaction is informed.



## NEGOTIATION

- IT team is reviewing the product
- Asking about SSO
- Want to know if you support their identity provider

### YOUR INSTRUMENTATION JOB:

Make sure the admin portal, SSO configuration, and audit log export work without engineering involvement. If IT has to file a support ticket to test your SSO integration, you've already lost points in the evaluation.



## POST-CLOSE / ONBOARDING

- Contract is signed
- Now the customer needs to go live
- Handoff between sales and CS is a source of significant churn risk

### YOUR INSTRUMENTATION JOB:

Capture what was promised in the deal — integrations committed to, custom configurations discussed, timeline expectations set — and make that visible to whoever handles onboarding.



USER BEHAVIOUR INSIDE YOUR PRODUCT TELLS YOU WHERE A PROSPECT IS IN THEIR BUYING JOURNEY — AND THAT INFORMATION IS VALUABLE TO THE SALES TEAM.

# PRICING IS A NEGOTIATED ARTIFACT, NOT A TECHNICAL SPEC

## LIST PRICE (STARTING POINT)

<b>PRO</b> \$29 /user/mo	<b>TEAM</b> \$79 /user/mo	<b>BUSINESS</b> \$149 /user/mo	<b>ENTERPRISE</b> Custom Quote
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## NEGOTIABLE TERMS

- Annual vs. Monthly Billing
- Seat Counts
- Contract Length
- Payment Terms
- Implementation Fees

## DEAL FLEXIBILITY

- ✓ Discounts & Floors
- ✓ Custom Pricing
- ✓ Feature Access
- ✓ Special Terms

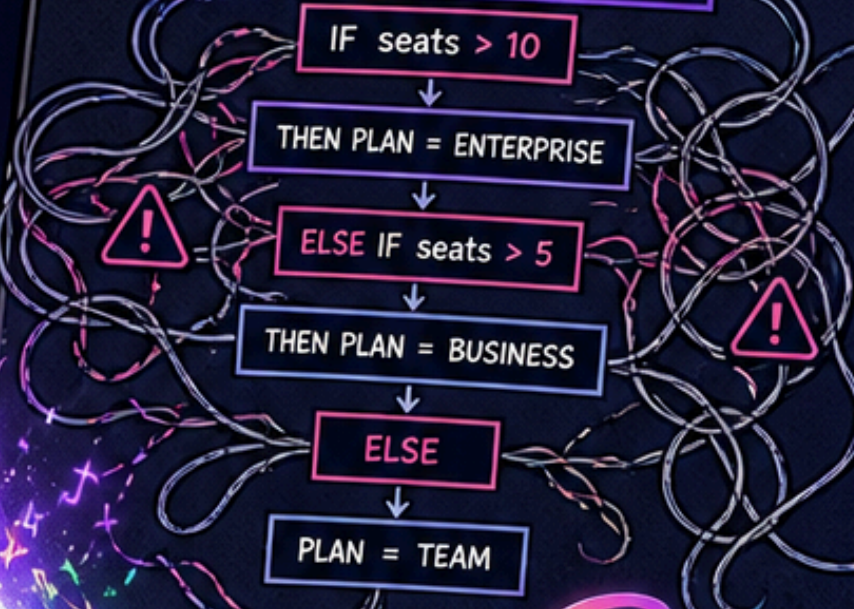
## ENTITLEMENTS (WHAT WAS SOLD)

SSO	SCIM	Advanced RBAC	Audit Logs	Data Residency
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SALES NEED FLEXIBILITY.  
THE PRODUCT NEEDS CONTROL.

PRICING IS A NEGOTIATION,  
NOT A RULE.

## HARDCODED BILLING LOGIC



FLEXIBLE ENTITLEMENTS  
SALES ENABLEMENT  
REVOPS FRIENDLY

BUILD FOR FLEXIBILITY.  
EMPOWER SALES.  
DELIGHT CUSTOMERS.

# TRIAL-TO-PAID HANDOFFS ARE ENGINEERING PROBLEMS IN DISGUISE

## TRIAL FUNNEL



Genuine Product Value

## WHAT DETERMINES CONVERSION



1. DID THE PROSPECT REACH A MEANINGFUL MILESTONE?

- Define the activation event
- Get users there fast with onboarding



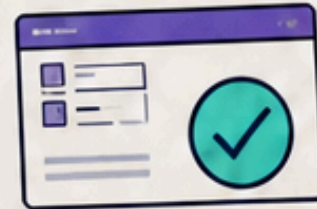
2. DID THE REP KNOW WHAT THE PROSPECT DID?

- Surface trial activity in the CRM
- Call with context



3. WAS THE HANDOFF SMOOTH?

- Build the conversion moment deliberately
- Trigger messages that feel like a next step



## ENABLING FLEXIBILITY



CUSTOM DEALS

- Different seat count
- Discounted annual
- Bundled implementation



BILLING & ENTITLEMENT SYSTEMS



EXECUTE FAST WITHOUT WEEKS OF ENGINEERING WORK

\* INSTRUMENT. SURFACE. TRIGGER. CONVERT.  
ENGINEERING DRIVES THE HANDOFF.  
ENGINEERING DRIVES THE GROWTH.

## END USER



- ✓ GOOD PRODUCT EXPERIENCE



- ✓ USES THE PRODUCT DAILY



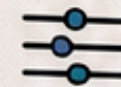
## SALES REP



- ✓ AUDITABLE



- ✓ CONFIGURABLE



- ✓ PROVABLY SECURE



- ✓ EVERY MEANINGFUL USER ACTION GENERATES A SIGNAL THEY CAN ACT ON



ALIGN  
SIGNALS  
CLOSE



BUILDING FOR BOTH ISN'T A CONTRADICTION. UNDERSTAND WHAT THE SALES CYCLE ACTUALLY DEMANDS — AND TREAT "CLOSES THE DEAL" AS A LEGITIMATE PRODUCT OUTCOME ALONGSIDE "DELIGHTS THE USER."

**ENGINEERING THAT  
GETS DEALS CLOSED.**

# WHERE TO GO FROM HERE

## BUILD ROADMAP

- 1 CORE PRODUCT 
- 2 EARLY USERS 
- 3 DESIGN & UX 
- 4 ENGINEERING & INTEGRATIONS 
- 5 TESTING & QA 
- 6 LAUNCH & ITERATE 

## ENTERPRISE-READINESS DECISIONS

- SSO & IDENTITY 
- SCALABILITY & RELIABILITY 
- SECURITY & COMPLIANCE 
- DATA & PRIVACY 
- AUDIT TRAILS & OBSERVABILITY 
- PRICING & PACKAGING 
- SALES & GTM ENABLEMENT 



If you're an **engineer** entering a B2B environment for the first time — or a **founder** building a product you're planning to sell through **direct sales** — the gap between "good product" and "sellable product" usually comes down to a handful of **decisions made early** in the build.



Understanding the **SLG model** before you're three deals in and scrambling to ship **SAML SSO** is worth the investment.



At **Supramono**, we think about this kind of problem constantly. Our **Build engine** is designed to address the engineering decisions described in this post from the start of a build, not after the first enterprise deal surfaces the gaps.

If you're building something you want to actually sell, [take a look at what we're putting together.](#)



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