



## THE ANATOMY OF A SAAS BUSINESS

### MARKETING TEAM

Puts the product in front of its target audience, by building an audience with relevant content, generating traffic to the site and acquiring new leads for the Sales team to work with.

### SALES TEAM

Takes the new leads generated from the Marketing team's efforts and works on converting them to new business, through lead nurturing and other strategies.

### CUSTOMER SUCCESS & SUPPORT TEAMS

Aims to nurture positive customer relationships and help customers achieve their goals within the product, leading to increased account expansion and reduced churn.

### PRODUCT & ENGINEERING TEAMS

Designs and implements product improvements and fixes, based on customer feedback and the company's strategy and vision for the future.