

SaaStr 2018

Who the hell is Jason?



JASON LEMKIN

- the Godfather of SaaS
- sold his last company, [EchoSign](#), to Adobe for \$400 million in 2011
- started SaaStr blog
- “I want to help other people. I want them to do better than me. And if you do it better than me, you have a shot at having a billion dollar exit.”

SaaStr Trivia



- 3rd annual conference
- 10,000 people
- 30% women
- 3 days, 5 streams, XXX sessions and sponsor show
- Also, you could adopt the dog :)

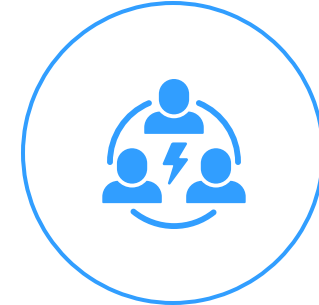
Diversity. Team. Culture.



“We need to be better at telling stories about minorities and women who are successful, so we can inspire more minorities and women to aspire to being in the industry.”
Jarin Chu, Director of Sales and Marketing Operations at OpFocus, Inc



“Everything significant is accomplished by the team. So, it's all about communication”
Stewart Butterfield,
Co-founder of Flickr Founder of Slack



“Ideas are cheap. Find the right people to work hard and execute them. Watch what people do, not what they say.”
Someone really smart

More thoughts on company culture

- 1 Company culture is defined by the lowest level of behavior that you're willing to accept, not the highest one.
- 2 The biggest success is to create a team that is stronger than each individual separately.
- 3 Company culture is not HR's job.

Dharmesh Shah, CTO and Co-founder at HubSpot



- “Culture is a product you build. And your people are its customers.”
- “Our employee experience is one of the most valuable products we offer. It is the singular way we win. Our people are our biggest asset.”
- “We talk a lot about product debt in software. The idea of people debt also very much exists. I think people debt, though, has a higher interest rate than product debt. And it’s hard to change.”

Intercom



- Modern messaging for sales, marketing and support – all on the first platform made with customers in mind.
 - Founded in 2011
 - 17,000 paying customers and 100,000 monthly active user
- Part of default tech stack for many companies

Look beyond revenue. Karen Peacock, COO



- **Don't focus on revenue only**
If you focus on making other metrics really successful, revenue will come
- **Focus on usage and value first**
Engagement metrics help you determine if people are actually using your product
Value means benefits for the customers.
- **Discipline your business EARLY with metrics**
Figure out what your metrics are and how to measure them
- **Focus on the problem**
If you focus on the solution, you'll just fall in love with yourself
- **Fall in love with the problem of today, not the solution of tomorrow**

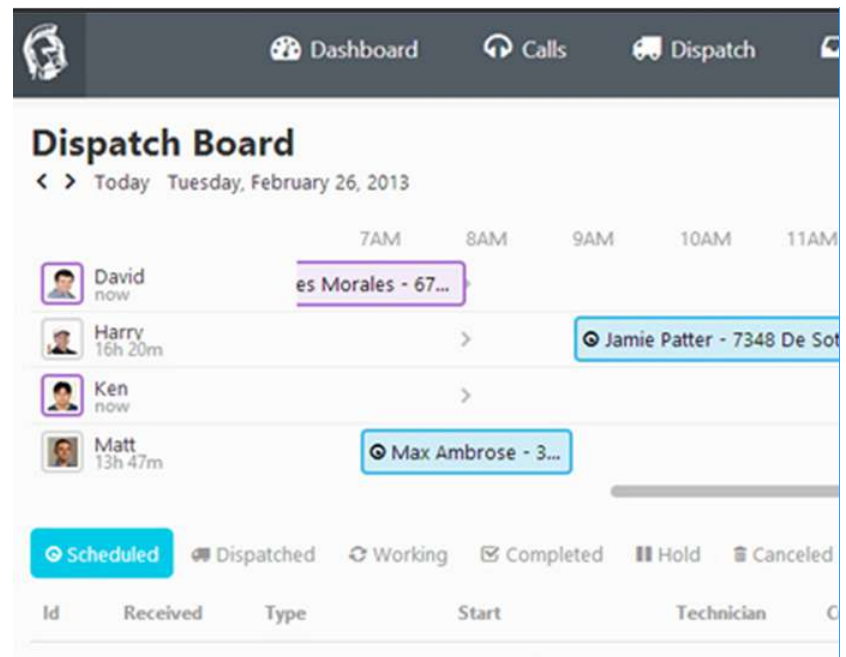
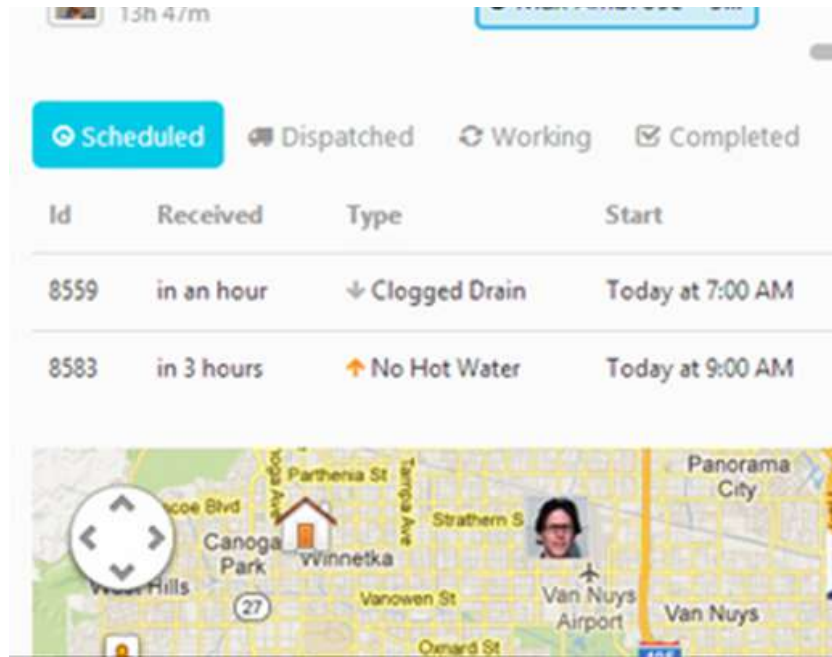
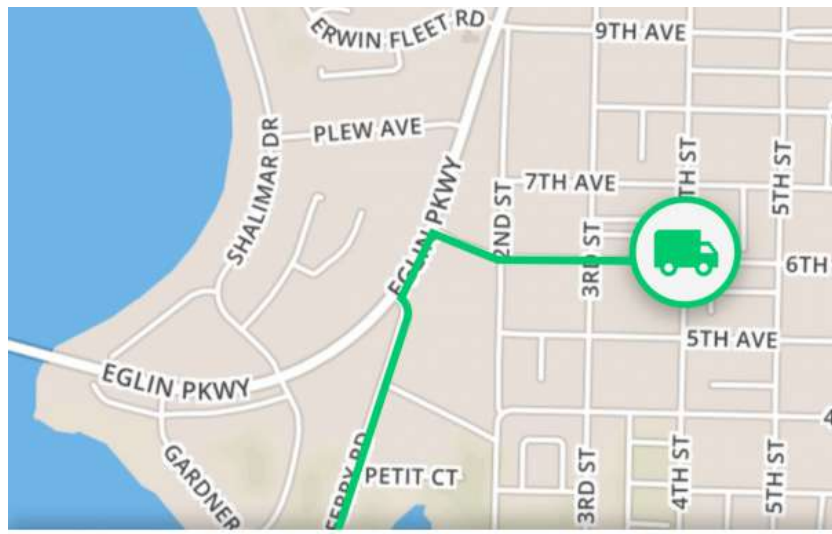
Let Your Product Be Your Salesperson



- “Use your product to wow customers in the demo and remove the barriers for the sale.”
- “Time to Wow”— how long it takes before your customer gets to the point of experiencing gratification from using your product.
- Move this “wow moment” upfront in the sales cycle or demo

Service Titan, sexy software for plumbers

- 1 a cloud-based field management platform that offers scheduling, dispatch, invoicing, sales, and more
- 2 founded by two friends who grew up in the families of contractors and built this software for their parents :)
- 3 **INDUSTRY EXPERTISE**
- 4 Very vertical solution. 1000+ customers
- 5 Secret to vertical success: understand how they run their business and nail their workflow from start to end
- 6 Once you have the best customer, the rest will follow. And others will want to integrate with you



 Your technician has arrived!

Random thoughts on GROWTH

- Don't grow your company, grow your people. They let your company grow!
- Hire slow, fire fast
- Inside sales is different from field sales
- Who is your user? Who is your buyer?
- First - product/market fit, then content marketing
- People leave jobs, but not their favorite tools. Make sure that your tool is of that kind.
- Never ever scale anything until it's working.
“Becoming rich doesn't make you an a**hole. Same happens to the team. When you grow, the crap starts to float”. Stewart Butterfield, Slack

SaaS is the right place to be in

- Over the last 20 years, we've seen a 20x increase in SaaS dollars.
- The reality is that cloud software penetration is still really low. We're not even into the late majority yet with SaaS.
- The good news is that the SaaS industry is continuing to evolve and continues to be one of the major forces driving digital transformation and efficiency in companies of all sizes.
- Have a killer differentiation. Slack is replacing email inside the company. What are you doing differently and better than everyone else?



Thank you!

THE BEST IN SAAS AWAITS.