

Marketing and Product Strategies for Technical B2B SaaS Founders

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Synopsis

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The real-world, battle-tested concepts in this book focus heavily on influencing your buyer's psyche (i.e. their "operating system") so that you enjoy:

- Faster conversion of prospects
- More effective up-sells and cross-sells
- Improved customer retention and loyalty
- A stronger market position
- Better prediction and shaping of buyer behavior

You'll gain these powers

- Enhancing Product-Market-Fit:** Align your product with market demands using the Light Switch and Dial Model
- Master pricing strategy for growth:** Develop an effective pricing strategy that drives growth and beats competitors
- Increase conversion rates:** Get more people buying with the "Can and Will" Promises framework
- Ensure long-term customer satisfaction:** Use this 4-step framework to create buyer delight
- Leverage primal human instincts in marketing:** Tap into the impulsivity of your buyer's childhood drives to create irresistible marketing campaigns to sell more (and more easily)
- Create and capture demand:** Harness conscious and unconscious desires through new and existing fulfillment methods to generate demand
- Neutralize buyer skepticism about your product and build trust:** Explain the "how" behind your product's promises with clear, step-by-step details to reduce skepticism and build trust

These insights - plus others featured here - are lessons I've learned and frameworks I've built through working with 150+ founders and senior decision-makers at startups around the world, along with enterprise-level clients.

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