



**SAASYSALES  
MANAGEMENT**

**EXPERT INSTRUCTION  
POWERFUL COMMUNITY  
ACCELERATED SALES**



# SAASYSALES MANAGEMENT

SaaSy Sales Management provides training, mentoring, and community to accelerate the development of SaaSy sales professionals. With courses developed by leading practitioners, SaaSy Sales Management is the #1 global SaaS sales training and coaching provider.

## The SaaSy Process:



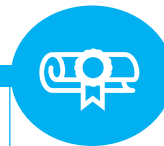
### 1-3 Day Bootcamp

- Intensive interactive training
- 'First Principles' understanding of the topic
- Classroom delivery, role play, and post-workshop templates & materials



### Virtual Check-in

- Zoom video conference 30 days after the course
- Reinforcement of information learned



### Course Testing & Certification

- Industry recognized certification



### Ongoing Support

- Online community and forums
- Bi-monthly group case studies
- Quarterly meet-ups (San Francisco & NYC)
- Monthly development groups

# Features & Benefits



## Classroom Training

1-3 day in-person, highly interactive sessions with less than 20 people

**Benefit:**

- Opportunity to practice new skills in a safe environment and learn from peers
- The development of new networks to support growth and development



## Certifications

Post workshop testing for certifications

**Benefit:**

- Graduates have industry recognized proof of knowledge gained which can lead to faster promotions
- Graduates have a true sense of accomplishment



## Community Forum

Closed online forum with electronic resources and peer knowledge sharing

**Benefit:**

- Members can solve problems faster by accessing shared peer knowledge
- Members can complete new initiatives better with access to proven templates and best practices



## Ongoing Support

30 days after the workshop, graduates attend a Zoom video meeting check-in. They are also invited to join a small group who meet monthly to set goals, address challenges, and grow together.

**Benefit:**

- Retention of key principles
- Brain trust of peers who support decision making and problem solving
- Ongoing accountability and professional growth



# Courses

Our courses have been created in consultation with leading practitioners and are reviewed annually by a 'Fellows' committee from the industry.

Each course is built to deliver a 'first principles' understanding of the topic, which may be applied to any stage of a company. Bootcamps include standard classroom delivery, experiential role plays and post-workshop templates and materials.

## We provide the following courses:

- Sales Engineering Management
- Sales Engineering (Individual contributor)
- Sales Management (front line AE)
- VP of Sales (<\$50M ARR only)
- Sales Enablement
- Sales Operations
- Sales Development Management
- Customer Success Management (Individual CSMs)
- Channels and Partnerships (Exec strategy)
- Channels and Partnership Management (Individual contributor)

# Instruction by Industry Leaders

Our instructors have at least a decade of experience and currently work in the field full-time or are active consultants. They are passionate about developing SaaS sales leaders to their full potential.



**MATT CAMERON**

- Managing partner at SalesOps Central and founder of SaaS Sales Management
- Regular speaker and columnist on the topic of SaaS sales leadership
- Formerly the WW Head of Corporate Sales at Yammer and RVP of Enterprise Sales for Salesforce.com



**MISHA McPHERSON**

- 20 years in the technology industry
- 10 years of sales and 10 years of SaaS Sales Training & Enablement
- Has built scalable and predictable programs at Yahoo!, HotJobs, Monster.com, Yammer (acquired by Oracle), Spreadfast, and Mixpanel



**STEPHEN MORSE**

- 25 years in the technology industry
- 15 years of SE Leadership experience creating and leading global SE teams at Salesforce, Box, Mixpanel, Siebel, and mParticle
- Has built innovative and effective Sales Engineering management strategies and programs for SaaS teams



# Instruction by Industry Leaders

Our instructors have at least a decade of experience and currently work in the field full-time or are active consultants. They are passionate about developing SaaS sales leaders to their full potential.



**PAMELA MORROW**

- 15 years in finance and operations
- Former head of new Business sales operations and strategy at Twilio'
- Former global sales operations for Yammer (acquired by Microsoft)



**LISA THOMAN LAWSON**

- 15 years in technology channels
- Consultant to high growth venture backed SaaS businesses
- Channel and sales experience grounded in Microsoft
- Former Director of Partnerships for Optimizely



**AARON ZUKOSKI**

- Director of Business Development at WalkMe
- 10 years of SDR and Sales experience across a variety of Series A- Series C companies.
- Has built and managed several SDR teams from the ground up

# SaaSy Values



## Performance

- We accelerate sales with world-class SaaS best practices.
- We provide the first principles behind sales transformation.
- We equip and motivate SaaS professionals to maximize their careers and SaaS sales.



## Leadership

- We build the best teams and inspire the best outcomes.
- We educate and support a community of leaders.



## Well Being

- We cultivate greater awareness, balance, and resilience in a changing world.
- We have transformative impact on SaaS professionals and the industry.

# Testimonials

“

The programs that my team and I have attended were excellent and actionable. The SaaSy team also provides ongoing support for questions and mentoring that goes beyond the training and I would argue is as valuable as the time spent together.

**Roy Ranaani**  
CEO, Chorus.ai

“

I walked around with the SaaSy binder for the first 6 months of my new VP role as though it were my bible! Practical, actionable learnings and frameworks.

**Erica Rabb**  
VP Commercial Sales,  
Salesforce.com

“

**It's so good I've made it mandatory for all my managers to attend their Frontline training. Do not miss out on this one.**

**Tito Bohrt**  
CEO, AltiSales

“

Hands down the best in-person frontline manager specific training I have ever done.

**Michael Tusso**  
Head of enablement, ChiliPiper

“

**This was an epic two days.** Packed with learning and ideas. I highly recommend this to any manager looking to level up."

**Scott Britton**  
CEO, Troops.ai

“

This training was an absolute game changer for me transitioning from an IC role into management.

**Will Evans**  
Senior Manager, Splash





# Elevate your sales team

---

**Sign up today**

<http://saasysalesmanagement.com/>

(415) 349-0326

[mattcam@saasysalesmanagement.com](mailto:mattcam@saasysalesmanagement.com)

