



Have you made  
mistakes?

# Dmytro Khudenko

I help teams work efficiently

COO & CMO at Worksection

Business Consultant at ID24 (Swedish IT company)

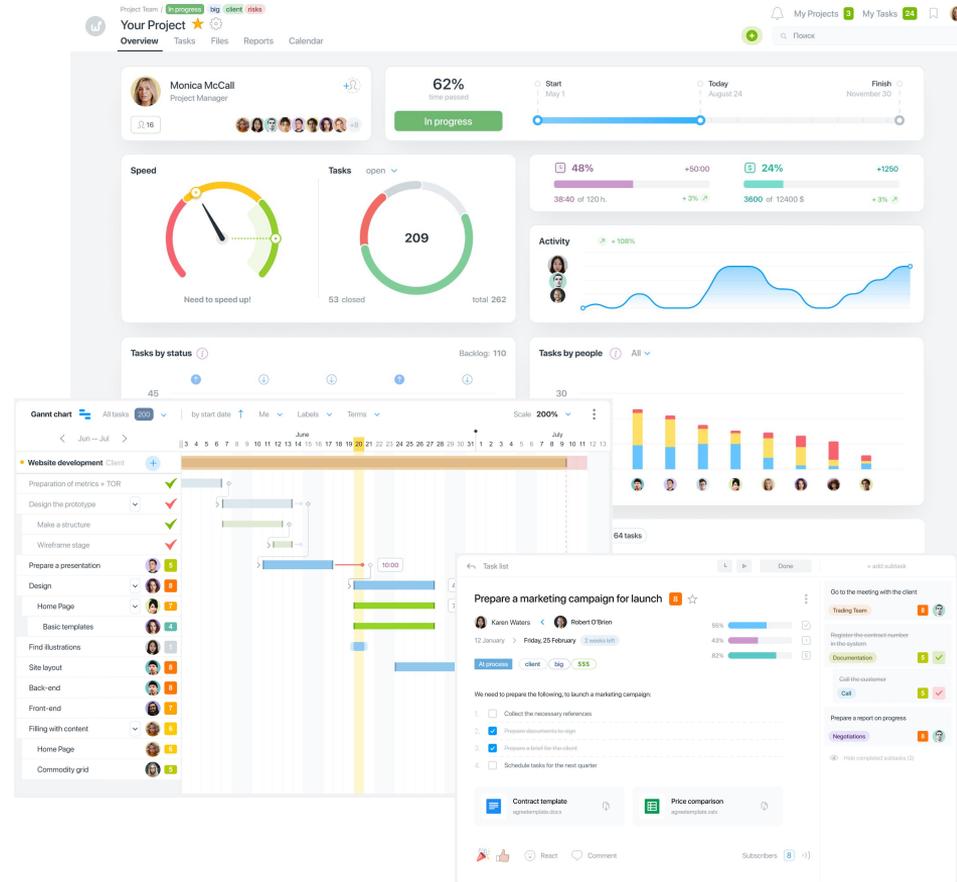
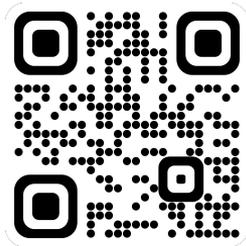
Marketing Project Manager at Philip Morris

Marlboro Brand Manager at Philip Morris

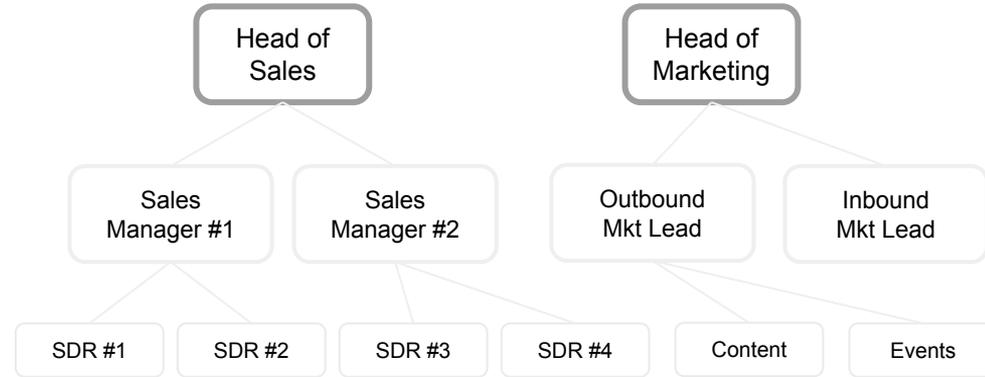
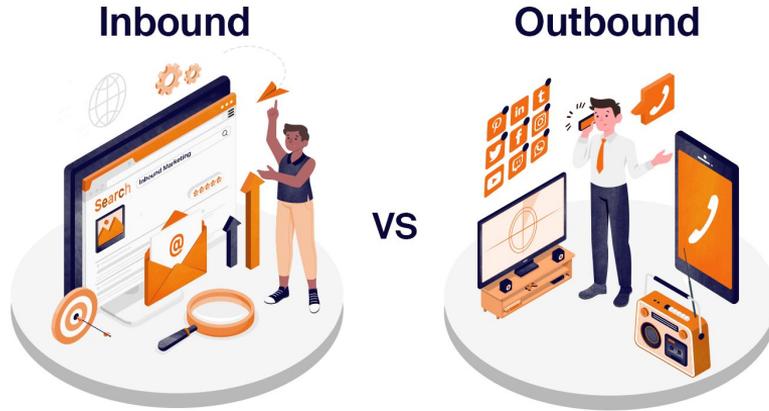




- **#1 Ukrainian SaaS** project management tool
- More that **10 years experience** on the market
- **2000 clients** around the World
- **We are profitable all the time**
- **15% of MRR** from the US market
- Leading international marketing agencies use our service



**No1.** We concentrated only on one sales channel, and not invest in the development of the sales department.



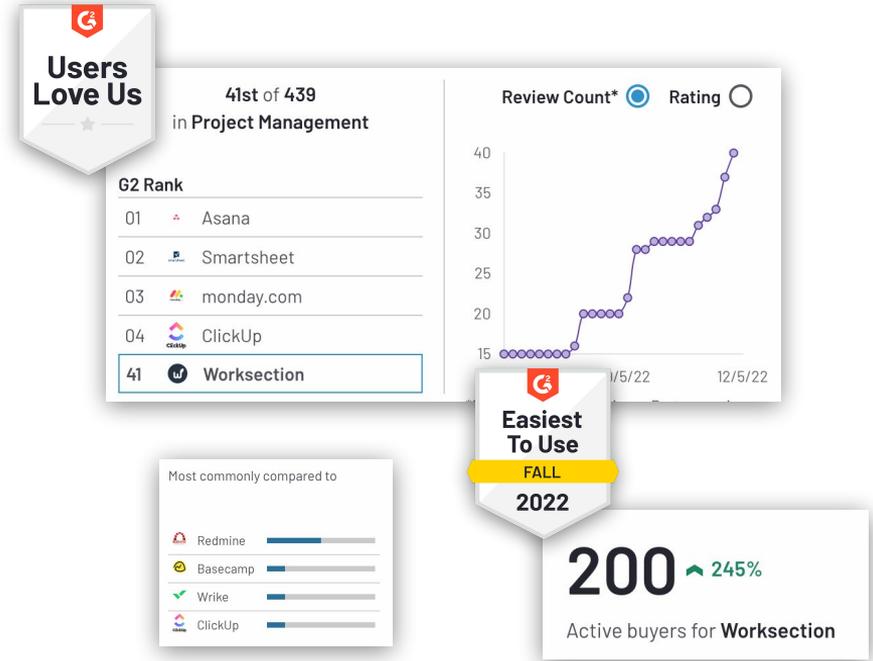
💡 Develop both sales channels (**Inbound** and **Outbound**) simultaneously

**No.2.** *We were very slow and inactive in the large list of reviews on international directories.*

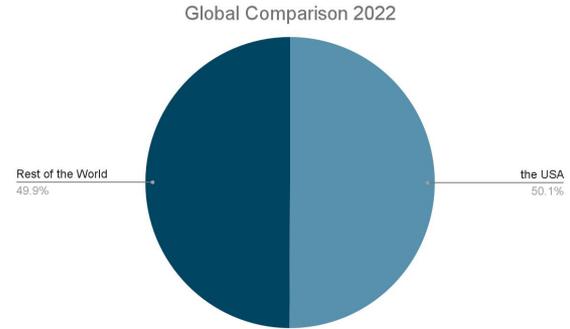
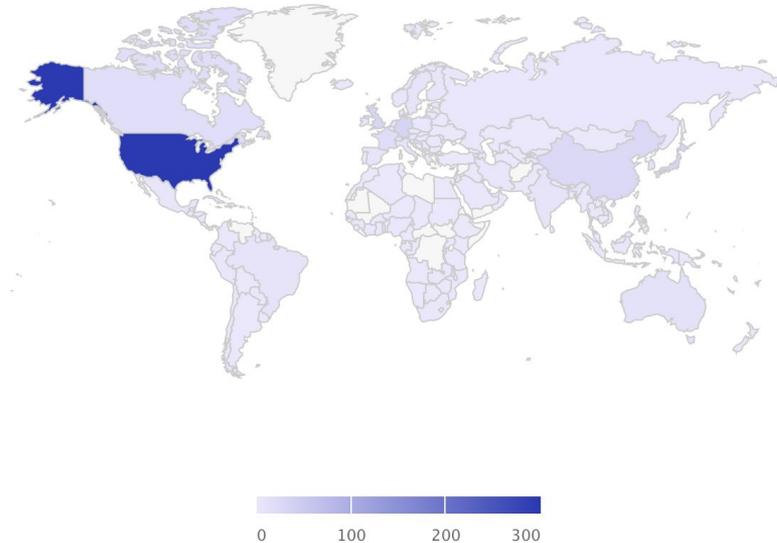


## Our results:

1. +7% “hot” leads
2. New channel for lead generation
3. Free exposure on well-ranked website



**No3.** *We focused too long on one region. Try selling worldwide.*



Revenue in the Software market is projected to reach **US\$593.40bn** in 2022.

In global comparison, most revenue will be generated in the US (**US\$297.10bn** in 2022).

💡 Make a plan to expand to other markets. Not all at once, but gradually enter new markets. Do everything you can to win the US market.

# #4 Seeing low price as an advantage

## No4. Underpricing your tool compared to your main competitors

The image displays a collage of various software pricing pages from competitors. A central logo for 'worksection' is overlaid on the collage. The pricing pages shown include:

- Monday.com:** Pricing tiers for Basic (\$8), Standard (\$10), Pro (\$16), and Enterprise.
- ClickUp:** Pricing tiers for Free, \$5, \$9, and \$19.
- Trello:** Pricing tiers for Free, \$5, \$10, and \$17.50.
- Favro:** Pricing tiers for \$10.2, \$13.6, and \$25.5.
- Asana:** Pricing tiers for Free, \$10.99, and \$24.99.
- Write:** Pricing tiers for Free, Professional (\$9.80), Business (\$24.80), and Enterprise.
- Jira Software:** Pricing tiers for Free, Standard (\$7.50), Premium (\$14.50), and Enterprise.
- NetScout:** Pricing tiers for Free, Plus (\$7), and Pro (\$6).
- Bitrix24:** Pricing tiers for Free, Standard (\$5), and Professional (\$8.7).
- Basecamp:** Pricing tiers for \$0, \$15, and \$8.90.
- Flow:** Pricing tiers for Basic (\$6), Plus (\$8), and Pro (\$10).
- Hub:** Pricing tiers for Free, \$4, and \$8.
- Teamwork:** Pricing tiers for Starter (\$39), Pro (\$66), and Business (\$199).

💡 Determine the value of your products compared to your main competitors.  
 No need to dump and be afraid to raise prices from time to time.

**No5.** *We implemented CRM system quite late, and its synchronization with the tools used was minimal.*



pipedrive™

worksection

freshchat

## Our results:

1. Incoming requests processing: **from 57% to 95%**.
2. **Sales increase +32%**.
3. Sales conversion rates by up to 250%.
4. Waste of time reduced by 200%.

💡 Implement CRM as early as possible, integrate it with all the tools you use.  
Most importantly, **automate** everything possible with CRM.

## Team

Invest in people  
Train and develop them

Do not try to hire a TOP  
Manager who will build  
everything for you.

## Don't reinvent the wheel

Use available tools to grow  
your product

Develop all sales channels  
at once:  
Inbound and Outbound

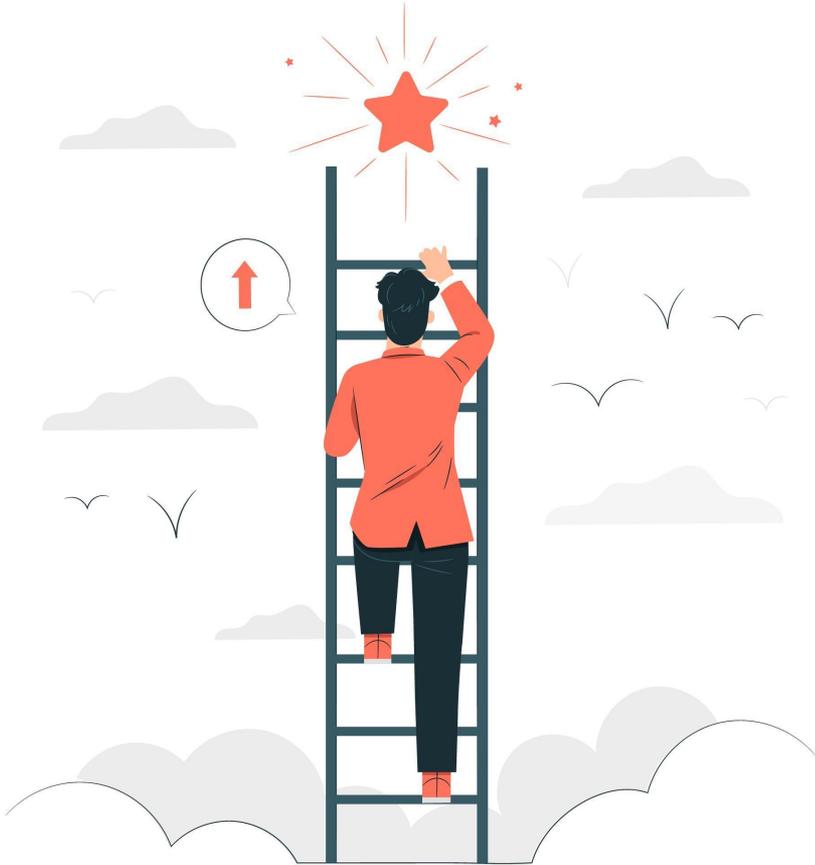
Invest in SEO and  
customer-oriented  
marketing and directories

## Strategy and analysis

Know your consumers and  
their needs

Know your competitors

Constantly experiment  
with pricing models,  
marketing, sales

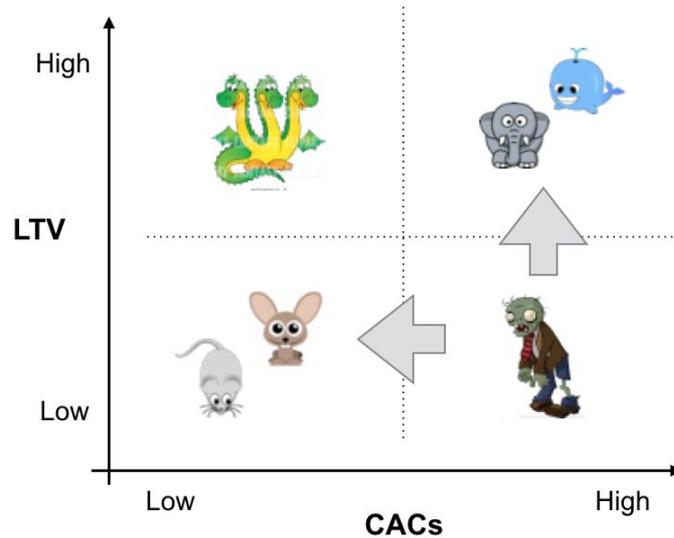


**YOUR SAAS  
MUST HAVE**

*Implementation of the KPIs for the sales department, marketing and metrics for the company.*

### Metrics for SaaS Businesses

1 MRR / ARR \$	7 Customer Churn %
2 MQLs and SQLs 🐞	8 Revenue Churn %
3 Customer Acquisition Cost \$	9 Net Promoter Score ☆
4 Lifetime Value \$	10 Product Adoption Rate %
5 CAC to LV Rate %	11 Net Dollar Retention %
6 Activation Rate %	



💡 It is necessary to implement indicators as soon as possible in all departments and in the company as a whole.

*It is necessary to implement the culture of financial management immediately.*



💡 Count on your money first. Attract investors' money very carefully, it is the most expensive money in the market.

*At the very beginning, you need to have a portrait of your user and know your values and unique characteristics that distinguish your product. Especially those which are important to the consumer.*



💡 Many ignore this advice, or keep it all in their heads. Don't be among them. Compile a document and constantly update it.



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