100
SaaS tips + tricks

Compiled from SaaS professionals at SaaStr Annual
Product Engineering Tips & Tricks
From SaaS Professionals
“Hiring a CTO early is like paying Gordon Ramsey to peel carrots.”

“Let great tooling guide your way.”

“Build a living style guide with reusable components to maximize consistency & efficiency!”

“You are not your customer.”
“Technology ≠ Business.”

“Before you think solutions, always ask yourself “What problem am I trying to solve?”

“Go the extra mile working on UI! Delight your users!”

“Please test your code.”
“Watch out for engineering science projects, focus on core product.”


“Most customers are wrong.”

“Harness cognitive diversity - don’t shy away from productive conflict of ideas.”
“Take security into account when developing your SaaS!”

“Build your product squad!”

“Go where no one else goes.”

“Know when you are A/B testing.”
“Listen to the customer!”

“Always build a deletable code!”

“Be careful what you ask for - you may get it! Validate your designs!”

“Always build with scalability in mind.”
“Never stop learning.”

“Understand the science of the model to predict growth.”

“Hire people smarter than you.”

“Make special shortcuts in the early days, but always log your debt!”
“Scale is about pace - only bring on sales people as you need them.”

“Understand your hosting costs!”
Operations Tips & Tricks
From SaaS Professionals
“Give managers tools to do their jobs and help their people succeed.”

“Hire the people not the role! :)

“Treat people like you want them to treat you.”

“It might feel thankless, but you are valued + important.”
“Know the gaps in your organization.”

“Open channels of communication from the grassroots to the C-suite.”
Customer Success Tips & Tricks
From SaaS Professionals
“Follow up on introductions. It could lead to your next customer.”

“Keep up relations with the users, bill payers + execs. Choose a cadence for each.”

“Respond Fast. High Touch Implementation. Build up 2nd Layer of CS Mgmt.”

“Meet more people!”
“Ultimately, $2M per CSM is probably where you need to land. But $500K per CSM to manage in early days is BETTER!”

“No problem policy - the only one there is.”

“CSM attitude is everything. If your customers are calling your CSM’s and leaving the call with a smile on their face, that is 10x more impactful or memorable than any ‘problem’ they began with.”

“Be patient.”
“Create close relations to customers to skyrocket retention.”

“The customer is not always right, but it’s their right to think they are.”

“Work hard!”

“Focus on the customer, on their needs. Speak their language. Specialize in verticals and industries.”
“Customer is always right.”

“Set proper expectations!”

“Remember your customers. Remember their pains - when/if you fix them, let them know. Remember their dreams - if you build it reach out to them to thank them!”

“Be sympathetic!”
“Hire people to CSM position only with high empathy skill. They’ll literally put themselves in customer’s place.”

“Customer experience is very important when you’re trying to make things good. Take care of it and decrease the friction with the users!”

“Hire for attitude not aptitude.”

“Understand customer journey deeply.”
“You thought you knew them, then you asked the third probing question, and it transformed the next 15 minutes. #ListenFirst”

“Always hire from outside your friends circle. Easier is not better.”

“Know your customer. Delight them at every turn, even when you are saying no. Be uber responsive - and make sure they feel your presence always.”

“You spend money to get customers, listen to them when they call!”
“Be responsive but have respectable boundaries!”

“Be informative and honest. Everybody hates it when a customer is angry. If a situation should escalate, approach them, get unified on the problem and let them know the next steps.”

“Know your customer. Delight them at every turn, even when you are saying no. Be ultra-responsive - and make sure they feel your presence always.”
Marketing Tips & Tricks
From SaaS Professionals
“Expand your network through connecting with people on LinkedIn “unabashedly” and post relevant content.”

“Focus on One Metric That Matters (OMTM)”

“If your ask your customers the right questions, they will write your marketing copy for you. Just listen.”

“Don’t hesitate to try new things. You never know what works until you try.”
“Find your message & Stick to it.”

“Sales & Marketing need to work as a team!”

“Customer Support is also a marketing responsibility!”

“Love the data, but do not forget to love the people more.”
“Whatever your VPM doesn’t do in his/her 90 days...let it go. It’s not what they want to do in marketing.”

“Have a marketing budget and choose the right platform for your ideal customer!”

“Create winning proposals!”

“Do fewer things that do really really really really well!”
“You don’t need to measure everything. Measure only what matters for your customers.”

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“SaaS mantra - “Focus on use cases, not features”

“Sales cycle should be at least x2 shorter than your runway.”

“When building your team, go for potential, not accomplishments.”
Consider a “culture add” over “culture fit”.

“Basic purpose of marketing is education.”

“Hire diverse perspectives and backgrounds.”

“Know your customers better than you know yourself. Empathy is everything!”
“Don’t over think it.”

“If you have a marketing manager, you only have to measure them for the amount of qualified leads that they are generating. Weekly if it is possible.”

“Omnichannel marketing - podcasts, blogs, video, radio, etc.”

“Know your customer a LOT!”
“Marketing + Sales = Match made in heaven. Both departments should align their responsibilities and focus on working together.”

“Content is no longer king - distribution is!”

“Be everywhere, on every channel - your customers aren’t all in one place.”

“If you don’t measure, you don’t grow.”
“Eng + Marketing = Success!”

“Assign your team members metrics, and not processes.”

“An okay, authentic story is better than a great set of buzzwords.”

“Don’t settle! Everything can be measured.”
“Leads are lag indicators. Hire product marketing first so you know customers and tell the story of how you solve their problem. Leads will come.”

“Don’t maximize only what you measure.”

“Your team is the power. Build a great one!”

“Marketing is about trying different things and identifying what works.”
“Measure what matters & stick to your OKRs.”

“At the end of the day, everyone’s in people business.”

“Focus on impact, not what you did.”

“Be smart about your content strategy, it works wonders!”
“Consistency is everything.”

“Discover your best social media and focus on that one.”

“Can you explain it to your Grandma?”

“Customer empathy only wins.”
“Share Your Story. Market Your Story. Product and Services are great, but stories engage customers.”


“Hire people with overlapping skill sets so you don’t have the person that can do just one particular thing - like writing.”

“Marketing is more than Googling leads!”