

# Selling to Sales

## A Product Management Workshop

“Will not get you near the customer if it doesn't serve their goal”

“Think they know better than sales or even the customer”

“One can ignore you for weeks and then becomes your best friend”

“Fall in love with the technology regardless of the customer needs”

### Sounds familiar?

This is how sales teams and product management interact today and it has direct impact on the company's revenue and strategy execution.

A workshop for product teams that want to learn how to build the partnership with sales and at the same time push their roadmap

In the workshop we will focus on the language differences, the separated goals, targets and perspective and the needed tools to effectively approach sales.

You will gain:

- **Increase Product Management impact**
- **Reduce the painful interaction**
- **Be able to push the Roadmap forward & Reduce customizations**
- **Increase in Roadmap based revenue**



# ABOUT US

## Shounit Lax -Swisa

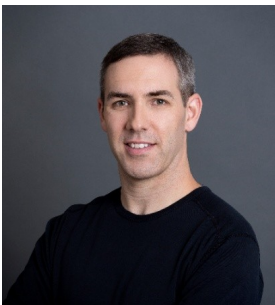


In over 20 years of experience, I built and managed dozens of products and services, touching different technologies and industry verticals: Fraud, IoT, Virtualization, Cloud, BI, M.L/A.I, Blockchain, and more. I have worked with 300+ Big Enterprise customers, focusing on the B2B market, spending a major part of my time meeting customers, learning from them and pitching solutions to solve their toughest challenges.

However, the one thing I am most proud of, is the revolution I led within my organization, taking it from a feature/technology to a value-based approach. This involves changes across multiple dimensions, starting from company strategy, having an impact on the roadmap, marketing plan, sales pitch and overall company focus. This was a real revolution that changed the company revenue projections and the margins of our deals.

Following the acquisition, I was appointed as both CPO and CMO of the company, and assigned the challenging task of building a new brand, new portfolio, integrating everyone into a single product and presales team with a clear understanding of the strategy of the merged company. I was building the company's strategy and future, while at the same time considering companies for further M&As

## Roe Froman



With over 15 years of experience, I managed various teams, from support to Presales, Product Management and Marketing. I defined and executed product roadmap plans across various technologies and industry verticals: 5G, Cloud and virtualization, Fraud, IoT, Big Data and more. I spent a major part of my time meeting customers, learning from them, drafting and pitching solutions to solve their toughest business and technical challenges.

I worked with over 300 Big Enterprise customers, focusing on the B2B market.

Following the latest acquisition, in which I was part of the due diligence and post-acquisition team, a complete change of work methods, strategy planning and execution was needed, together with the merger of teams from different business cultures and routines. This was an exciting lesson for me which provided me with many tools and methods required for merging and scaling companies.

I have a B.Sc in Bio-Medical Engineering from Tel-Aviv University and a MBA from Reichman University in Herzliya, majoring in Strategic consulting (a joint program with Wharton Business School) and Marketing.

Roe Froman

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