



Skeptic

Yoni Tserruya Co-founder & CEO Lusha

### Behavior

- Separating facts from emotions when making decisions
- Preferring spending time alone
- Seeking evidence to support claims
- Reviewing all of the facts when processing a situation

### Energizers

- Creating procedures
- Privacy
- Finding the best possible outcome
- Detailed evidence

### Drainers

- Crowded, busy events
- When others do not follow through on promises
- Dealing with emotionally charged issues
- Chaotic situations

### Strengths

- Solving problems without being swayed by emotion
- Directing others with precision
- Effectively gathering information
- Building impactful, effective systems

### Blind Spots

- May become stressed by frequent collaboration
- May resist people who do not use a systematic approach to organizing work
- May have a hard time seeing the big picture
- May make premature judgements or critiques

### Make a great first impression with Yoni

- Discuss the cost breakdown
- Ask simple "yes or no" questions
- Ask them what problem they are trying to solve
- Be honest and direct about what you're offering

### Building trust

- Back up your thoughts with clear data
- Set clear expectations for the conversation
- Trust that they will follow specific verbal instructions
- Share your qualifications or expertise

### Product demo

- As you describe a feature, go deeper into how it works rather than just sharing what it does
- Avoid glossing over important details in your presentation
- Ask questions early on to try to understand what part of the product they are most interested in
- Expect to dive deep into certain areas and answer very specific questions

### Negotiating

- Speak with precision

- Do your research beforehand
- Give them plenty of information
- Avoid taking their questions personally

### Pricing

- Provide full item lists and breakdowns
- Demonstrate the logic behind your pricing
- Outline all the extra details like terms and conditions
- Be fully transparent about your benefits and limitations

### How to drive Yoni to take action

- Minimize the number of people involved in the meeting
- Allow them to propose a time
- Explain what the meeting will help them learn
- Ask them to propose the agenda