

# Yoni Tserruya



Skeptic

Co-Founder & CEO  
Lusha

Skeptical

Strong-Willed

Deliberate

Yoni tends to be an **objective thinker** who prioritizes **accuracy and results**.

They will likely pay attention to small details and take a systematic approach to solving problems.

## 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

## 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

## 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

## Do

- Use specific, blunt language, as they learn best through **direct communication**
- Bring up potential issues upfront, rather than dancing around them

## Don't

- Don't gloss over **logistical issues** or **potential objections**
- Don't prioritize smalltalk; focus on information specific to the topic or product

*I'm a big believer in product-led growth, powered by the forces of simplicity and people.*

- Yoni Tserruya