

BUILDING A SALES FUNCTION

Structure before scale. Predictability before headcount.



This engagement is designed to help founders build a repeatable, accountable sales function before hiring, scaling, or burning cycles on the wrong motion. No guesswork. No premature headcount. No duct-taped process.

WHO THIS IS FOR

This work is for founders who:

Still carry sales personally — or just stepped back
Are considering their first sales hire (or made one too early)
Want predictability before adding headcount
Know sales is critical, but don't want it consuming founder time

THE PROBLEM

Inconsistent messaging across deals
No shared definition of a “real” opportunity
Pipeline full of noise, not signal
Founder as the bottleneck for every deal
Hiring before knowing what “good” actually looks like

THE APPROACH

This is hands-on, practical work focused on building the foundation.

Together, we:

Define your ICP, positioning, and deal qualification standards
Establish a clear sales motion
Create shared language around discovery, value, and next steps
Identify where founder involvement is required and where it isn’t
Build a system that can be handed off with confidence

**READY TO TURN
BUILD YOUR SALES
TEAM?**

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KEY OUTCOMES



A repeatable sales framework that doesn't rely on instinct



Clear qualification standards and deal ownership



Cleaner pipeline with fewer stalled deals



Reduced founder involvement in day-to-day selling



Reduced founder involvement in day-to-day selling



Confidence to hire — or not — with clarity

