

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

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



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

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