



From Founder-Led Sales to Building Your First Sales Team:

Check List

- You are ready to give your “baby” up for adoption for someone to raise (the new sales professional you hire).
- You have validated at least 1 ICP/Economic Buyer.
- You’ve moved past TAM/SAM/SOM to a very small subset of that to GTM. (ie- Own your back yard/ Own the SMB in Chicago/Go after a single vertical in the mid-market space).
- You have a list for the new sales team to work from including the economic buyer and their email and phone number.
- You understand what will qualify a prospect in or out (you have qualifying questions written down).
- You are willing to be disciplined about sticking with a strategy for at least 30 -60 days - (No squirrels/ Not pivoting). I use the development sprint strategy.
- You are willing to go for singles/doubles for 80% of your pipeline/revenue and only swing for the fences on occasion.
- You have your best-practices and sales processes in a formal written document/playbook.
- You have a CRM (even a free version)





- You've budgeted for the new sales team and have the compensation plan in writing.
- You have a formal onboarding plan for the new sales team members

