

Your first deals arrived through conviction, warm introductions, and the founder's direct access to the product. That may get you to ten customers. It will not tell you which opportunity deserves time, why a discovery call worked, or what next quarter is likely to produce.

The Founder Sales System turns founder-led selling into a process you can run, inspect, and improve before you have a sales team. Its five-part SALES motion connects Story, Ask, Listen, Evaluate, and Sustain, from the first signal of interest through qualification, proposal, forecast, and follow-through.

You will learn to:

- Define pipeline stages by observable buyer progress instead of optimism.
- Run discovery that surfaces the problem, stakes, constraints, and decision path.
- Disqualify weak opportunities early without treating every no as failure.
- Build proposals and mutual action plans that make the next step explicit.
- Maintain a forecast with clear evidence for commit, upside, and uncertainty.
- Install a weekly review that turns lost deals and stalled deals into system learning.
- Recognize when the motion is documented well enough to support a first sales hire.

The result is a practical operating layer: stage definitions, a discovery structure, pipeline hygiene rules, opportunity notes, a forecast, and a ninety-day practice for making the motion less dependent on the founder's memory or mood.

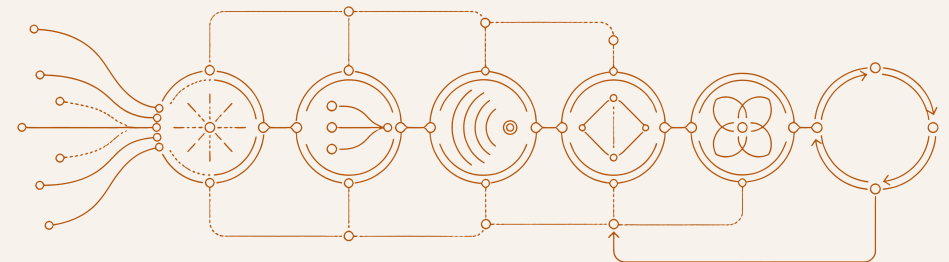
This is not a charisma manual and not an enterprise sales methodology compressed for startups. It is for technical and first-time founders who need a sales system before they need a sales department: rigorous enough to forecast, humane enough to preserve trust, and simple enough to run every week.

Len P. van der Hof, MSc

He builds operating systems for the strategic self. Treats entrepreneurship, AI and machine learning, marketing, philosophy, psychology, and health optimization as one engineering problem. MSc in Strategic Entrepreneurship, Rotterdam School of Management, Erasmus University.

The Founder Sales System

Pipeline, Discovery, and Deals Before You Have a Sales Team



Len P. van der Hof

Systems for the Strategic Self