A FOUNDER'S CHECKLIST

Hiring a fractional sales leader? Check these before you sign.

LB

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Run every candidate through this page. Me included.

01 They've sat in your chair

WEIGH THIS MOST

Sales advice from someone who never owned a company is theory. You need someone who has lived your week.

- [ ] They founded and ran their own company. They owned it. They didn't manage a division.
- [ ] They were the only salesperson once, and they built their way out.
- [ ] They made payroll in months when the pipeline ran thin.
- [ ] They can name three mistakes they made as a founder. Specific ones.

Ask: "When you were the founder and sales stalled, what did you do?"

02 They've done this exact job

- [ ] They built a sales system from nothing at $1M–$10M. They didn't inherit one at a big company.
- [ ] They show you the work: a playbook, pipeline stage rules, a hiring scorecard.
- [ ] Reps they hired will take your call. Ask if they'd work for them again.

Ask: "Walk me through the last sales process you built from scratch."

03 They have a plan before execution

- [ ] They interview your whole sales team, you included, and write up what they find.
- [ ] They ask about win rates, cycle length and lost deals before they pitch you anything.
- [ ] They embed. They run pipeline reviews and coach your reps. No deck, then goodbye.

Ask: "What will you install in the first 30 days?"

04 They plan to leave

- [ ] 12 weeks minimum to build. 6 to 12 months in all. Then they hand it off.
- [ ] They put 3 to 5 measurable outcomes in writing before day one.
- [ ] They commit to checkpoints. Day 30: a playbook on paper. Day 60: you sell less. Day 90: reps run discovery without you.

Walk away if

- They never owned a business.
- They tell war stories but can't show a document.
- A big-company title is their only proof.
- "Give it more time," with no plan for what changes.
- The engagement has no end date.

I spent 22 years as a founder. I sold everything myself until I burned out in 2008. Hold me to every line on this page.

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Schedule a 30-minute call

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