



Sales Hiring Checklist



This checklist will guide you through every stage of hiring: from you and your co-founders being the only sales reps to finding a VP of Sales. Start with founder-led sales and only after you have completed each stage should you move on to the next stage. Let's begin!

Founder-led sales

Gain first-hand insights about your customers and market by doing sales yourself. Even if you hate sales or don't have sales skills yet, this stage is too crucial to skip. Focus on early stage sales exploration and tap into your network of friends, co-workers, past employers, alumni, etc. to get started.

- I understand the objections my customers have
- I know how they describe their problems
- I know their pain points
- I know how they respond to my solution
- I know which metrics matter for my sales outreach and business
- I've written a sales phone script

- I've gotten started with cold emails
- I've tested different strategies, methods, and tactics to make sales and drive business

Founder-led sales (2-3 sales reps)

Take your sales to the next level and hire 2-3 young and hungry salespeople at the same time. They'll create friendly competition, make you less dependent on individual performance, and provide more firepower. While you're leading your new sales team, you should still be doing sales.

- We try and test cold email templates
- We use an effective sales lead management system
- We are experienced at negotiating deals and know how to handle discount inquiries
- We use drip marketing emails to convert leads better
- We have the ability to see early levels of predictability in our sales funnel

Junior sales leader (3-15 sales reps)

You've established an effective and predictable sales funnel, and you're generating consistent growth. It's now time to switch from sales exploration to sales execution. To make that transition, you need to bring in an experienced sales manager or director.

When hiring a sales manager, look for someone who has:

- Experience overseeing the growth of a tiny sales team of three people to 10, 20, or 30 people
- Started out as a junior sales rep in a previous company and grew into a managerial or leadership role there
- Already managed a team that's slightly larger than yours, at a company that already is where you want to be in one or two years

Once hired, your sales manager should accomplish these goals for your startup:

- Fine-tune the rough sales approaches you've developed
- Expand on the things you've learned
- Grow and manage your sales team

Senior sales leader (25+ sales reps)

Once you have 25+ sales reps, you'll need a VP of Sales who can manage a few sales managers/ directors. Look for someone with a proven track-record of scaling things big, who is a VP of Sales at a company that already is where you want to be in three years from now.

- Work on sales strategy
- Scale and expand your sales channels and partnerships

- Build an organizational structure for the sales team
- Develop hiring and training plans
- Reorganize your commission structure
- Groom sales talent to sales management positions
- Open new offices
- Add new channels like field sales to your inside sales team
- Close larger deals