

Getting the sales motion out of your head.

You are still the best salesperson in your company. That isn't a compliment — it's a ceiling. Everything a first hire needs already exists; it just lives somewhere nobody else can read. Here is what's in there, and the shortest way to get it out.

WHAT'S IN YOUR HEAD

- 1 **Why the last five customers actually bought.**
Not the feature they liked. The thing that was on fire when they called you. You know it from the call and it has never been written down.
- 2 **The companies you'd never sell to, and why.**
Your exclusions are worth more than your ICP — you learned them the expensive way, and a new rep will learn them again on your pipeline unless you write them down.
- 3 **The sentence you use when someone doesn't get it.**
You have a different one for the technical buyer and the person who signs. Write both.
- 4 **The objection you now answer without thinking.**
In your words, not the deck's. Your rep will meet it in week one and reach for whatever's nearest.
- 5 **What you do in the first ninety seconds of a call.**
The order you ask things in is the method. Nobody can copy a method they've never heard.
- 6 **The signal that tells you a deal is real.**
You feel it before you can justify it. Name it and it becomes a stage everyone can use.
- 7 **What you send when a good thread goes quiet.**
This is the one founders never document, and it's where most pipeline is actually lost.
- 8 **How you price, and the moment you say the number.**
You time this by instinct. A new rep either says it too early and anchors low, or too late and loses to someone who didn't hesitate.

HOW TO GET IT OUT — ONE WEEK

- ☐ **Record five live calls. Don't prepare for them.**
The method shows up in what you already do, not in what you'd write down if someone asked you to.
- ☐ **Have someone interview you for an hour.**
You will say things out loud that you would never type. Founders explain far better than they document — use that instead of fighting it.
- ☐ **Write the objections as the buyer's questions, not as headings.**
"How is this different from what we already pay for?" is usable. "Competitive differentiation" is not.
- ☐ **Send one email you didn't write.**
The first real test. If you rewrite it, the motion isn't out yet — and now you know exactly which part is still missing.
- ☐ **Then hire.**
The order matters more than the timing. A seller landing into a written motion is productive in weeks; one landing into a blank page spends a quarter reconstructing what you already knew.

WHERE FOUNDERS GET STUCK

- ☐ **Waiting until it's finished.**
It is never finished. Seventy per cent written down beats one hundred per cent in your head, every time.
- ☐ **Hiring someone senior enough to figure it out.**
They will figure out a motion. It won't be yours, and you'll spend the year finding out where it differs.
- ☐ **Handing over the keyboard before the judgement.**
Delegating who to write to and what to say about them is the part that takes a week. Delegating the typing takes an afternoon and is not the same thing.

HOW YOU KNOW IT WORKED

Someone else sends an email you would have been happy to send — and you find out about it **after** it went. Until that happens, every deal still routes through your calendar, and your calendar is the ceiling on how fast the company can grow.

Why this exists. Getting this out of a founder's head is the first two weeks of what Marketside installs — then we build the list, the sequencing and the follow-up around it. The list is worth working through either way.

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Drawn from sixteen years of selling and from doing this extraction with founders directly. A practitioner's method, not a published framework.