

# Getting Early Customer Traction:

Five Sales Fundamentals for Every Startup Founder

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# Introduction - 5 Sales Fundamentals for Founders

1. Why (it has to be) **You**.
2. Don't Build **Yet**.
3. Stop Selling. Start **Discovering**.
4. Why Customers **Don't** Buy.
5. Why They **Do**.



# About Me

Been in **B2B/Enterprise Sales** (a long time...)

Wrote a **book** on B2B Sales

Was an Entrepreneur-in-Residence

Ran a startup accelerator

Work primarily with **health tech** companies

Am a fellow startup founder (**expertscape.com**)

Good friend of **Sean Murphy**



# Five Fundamentals



# 1. Sales. It's **You**. (It has to be.)

- **You** know things.
- **You** don't know things.(But you need to.)
- **You** can make decisions.



# What **Makes** a Founder?

- Curiosity
- Creativity
- Process
- Expertise
- Focus on improving things
- Vision
- Courage



Learn To **Leverage** These.



## 2. Don't Build. Yet.

- **Don't** Build Yet. (I can't say this enough.)
- **Mock** Stuff Up. (It can be ugly. It can/should be flawed.)
- Be In **Market Research Mode**. (Conversations.)
- **Start** immediately.



# 3. Don't Sell. Discover.

- What **Don't** You Know?
- What **Assumptions** Do You Have?
- What **Pain** Are You Addressing?
- Why **Will** They Buy?
- Why **Won't** They Buy?





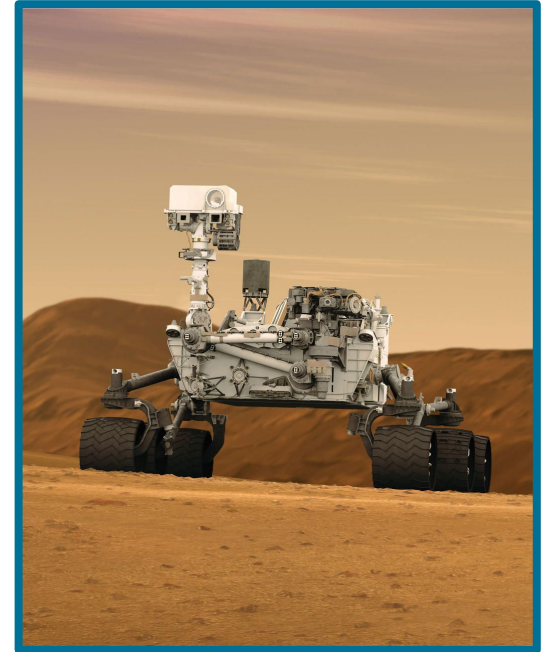
# 3. Don't Sell. Discover.

- Make A Long **List** Of Questions. (Email me.)
- Be **Prepared**.
- Don't Be Afraid To Look **Stupid**. (It'll Happen Less.)
- You're Not Selling. You're Trying to **Understand**.
- Don't Look For Customers. Look for a **Fit**.



# Get Good At **Discovery**

- Be **curious**
- **Context** is key
- Don't **waste** time
- Make it **easy** for them
- Questions should be **open-ended**
- Get **clarification/understanding/advice**
- It takes longer than you think. **Don't rush.**



# What Do You **Need** To Know?

Who are your customers?

How will you engage them?

How will they succeed?

What are they doing now?

Who will buy?

Why won't they buy?

What pain are you addressing?

How acute is the pain?

What does it cost to do nothing?

How much effort does it take?

How will you use the funding?

Do you have the energy,  
enthusiasm, willingness to see this  
through?



# Do the Prep Work

- Make a list.
- Learn the industry.
- Know your prospect.
- Show up.
- Follow up.

The image displays three overlapping forms titled "Discovery Questions - Preparation". The forms are arranged from back to front, showing increasing levels of completion. The top-most form is fully filled out with text, while the others are partially filled or empty.

**Discovery Questions - Preparation**

SESSION DETAILS	
Account	Project / Opportunity
Current Status	

**SESSION OBJECTIVES**

WHO	WHAT
Who is involved? Who decides? Who benefits? Who loses? Who pays? Who implements the solution?	What are they expecting? What is the problem definition? What do they like about the solution? What don't they like about the solution? What needs to change? What systems/processes are in place? What are the impediments to change? What is their budget? (Do they have a budget?) What is the cost of the problem? What do they gain from changing? What other solutions have they looked at?
WHY	WHEN
Why do they want it? Why do they want it now? Why haven't they changed yet? Why are they looking now?	When do they need this? When can they start?

**PREPARATION NEEDED**

Discovery Questions - Preparation

# 4. Why Customers **Don't** Buy

- **No (Perceived) Need**
- **Confusion**
- **Risk**
- **Inertia/Status Quo**
- **Effort**
- **Money/Cost**



# 5. Why They **Do** Buy.

- There's **Fit**.
- There's **Gain**.
- There's **Trust**.



## 5. Why They Do.

- **Fit** - They have a problem.
- **Gain** - It's worth solving.
- **Trust** - They believe you can solve it.



# Questions/ Discussion



# My Offer. And Ask.

Sales Launch press date is Black Friday.

Email me now and I'll send you the PDF version. Read it, critique it, send me a short review and you'll get my effusive appreciation... and mentioned in the acknowledgements. And I'd really appreciate it if you purchased the book at \$.99 when it launches.

You'll also receive other sales materials I share with coaching and consulting clients.



# SALES LAUNCH

**Win Your Early  
Adopters Fast**

**Brendan McAdams**

# Contact Me

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