

The **40 Moves** That Build a Sales-Ready Founder



Founder Sales Readiness Checklist



ACHIEVE MORE PROJECT

Know Yourself. Pitch Better.

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Know Yourself. Pitch Better.

Work through each move. Check it when it is done (not when you think you are close). Score each dimension independently. Your lowest score is your primary constraint. Now you know exactly what to do about it.

01 CLARITY

GROWTH: G / Get Clear

Do you know exactly who you help and what outcome you create?

- ☐ Write your ideal customer description in one sentence (no jargon, no fluff). Read it aloud. If it takes more than 10 seconds, cut it.
- ☐ Draft your 30-second problem-outcome statement: state the specific problem first, then the outcome. Test it verbatim in your next conversation.
- ☐ Write down the 2 to 3 signals that tell you someone is not your buyer. Then turn one away this week, on purpose.
- ☐ Run your value proposition through 5 real conversations. Write down every hesitation or question you hear. That is your next revision.
- ☐ Answer "why you, why now" out loud without pausing. Keep practicing until the pause disappears.

MOVES COMPLETED: ____ / 5

02 REACH

GROWTH: R / Reach Out

Are you in enough real conversations with the right people?

- ☐ Build (or update) a list of at least 20 qualified prospects you could contact this week. If you cannot name 20, fix that before sending a single message.
- ☐ Set a weekly outreach number and hit it every week (not just when revenue is down). Consistency is the system. Urgency is the leak.
- ☐ Rewrite your first-touch message until someone who does not know you writes back. If it is not getting replies, it is not ready.
- ☐ Follow up at least twice before calling a lead cold. Write your follow-up sequence in advance so you are not improvising it under pressure.
- ☐ Track one outreach metric every week: conversations started, replies received, or meetings booked. What you track, you improve.

MOVES COMPLETED: ____ / 5

03 CONVERSATION

SOLVE Customer Conversation System

Do you know what to say, and when, once you are in the room?

- ☐ Write the opening question you will use before your next sales conversation. Make it about their world, not your offer.
- ☐ After every conversation, write down the exact words the buyer used to describe their problem. Use those words (not yours) in every subsequent message.
- ☐ When your next objection lands, pause before responding. Ask one follow-up question before you answer anything.
- ☐ Before your next pricing conversation, name the objection type silently: is it a price objection (they cannot afford it) or a certainty gap (they do not believe it will work)? Your response is different for each.
- ☐ End every conversation with a specific next step (date, time, action) confirmed by both sides before you hang up. Not a vague promise. A real commitment.

MOVES COMPLETED: ____ / 5

04 CONFIDENCE

COURAGE Framework (All 7 Dimensions)

What stops you from acting when it matters most?

- ☐ Book your next sales conversation before you feel ready. Readiness is built in the room, not before it.
- ☐ When an objection lands hard, stay silent for three full seconds before responding. Practice the pause until it becomes your instinct.
- ☐ Ask for the sale directly in your next conversation. No softening, no apology for your price. Write the ask word-for-word before the call.
- ☐ After your next "no," reach out to a new prospect the same day. Recovery speed is a skill. Build it deliberately.
- ☐ Debrief every sales conversation (win or loss) with one question: "What would I do differently?" That question is your training program.

MOVES COMPLETED: ____ / 5

05 CONSISTENCY

GROWTH: H / Hone It

Do you have a repeatable system, or are you improvising every time?

- ☐ Schedule three intentional sales conversations for next week. Put them on your calendar before the week starts. Repeat every week.
- ☐ After every sales conversation, write three things: what worked, what did not, and what you will do differently. Do this within 24 hours while it is fresh.
- ☐ Write down your weekly outreach, conversation, and follow-up process as a sequence. If it looks different each week, it is not a process yet.
- ☐ Pick one sales metric and track it every week for the next 90 days: conversations started, replies received, or deals closed. One number, tracked consistently, tells you everything.
- ☐ Compare your results month over month. If they are not improving, identify the one variable you will change next month and test it deliberately.

MOVES COMPLETED: ___ / 5

06 TECHNOLOGY

GROWTH Framework

Are your tools helping you have more conversations, or giving you somewhere to hide?

- ☐ Set up a simple CRM (one tool, no exceptions). Move every prospect out of your inbox and memory and into it today.
- ☐ Count the tools you use to schedule a call, send a proposal, and follow up. If it is more than three, cut one this week.
- ☐ Before your next outreach, spend 5 minutes on the person: find one specific detail that makes your message feel personal, not templated. Write it into the message before you send.
- ☐ Check your follow-up system: does it tell you who to contact and when, without you having to remember? If not, fix that before your next outreach cycle.
- ☐ Audit your tech stack with one question: does this tool put me in more conversations, or does it give me something to do instead? Remove anything that is the latter.

MOVES COMPLETED: ___ / 5

07 PROCESS

GROWTH Framework

Do you have a sales process, or are you making it up as you go?

- ☐ Write your sales process from first contact to signed agreement in under five steps. If you cannot write it without pausing, your process does not exist yet.
- ☐ Define what has to be true before a prospect is ready for a sales conversation (budget, authority, need, timing). Write it down and screen every lead against it before booking time.
- ☐ Build a follow-up sequence of at least three touches and write it out in advance. Stop inventing follow-up messages under pressure.
- ☐ Name the stages every deal moves through (from lead to close). Every active deal should sit in exactly one stage at all times. If you cannot place a deal, your stages are incomplete.
- ☐ Apply your process to every prospect, regardless of how much you like them or how much you need the revenue. If you are making exceptions, you do not have a process yet.

MOVES COMPLETED: ____ / 5

08 PERFORMANCE / OPERATIONS

GROWTH: T / Transact

After the close, you are the delivery team too. Are you ready?

- ☐ Before starting any engagement, document the specific commitments from both sides (not just a signed agreement). What will you deliver, and what does the client need to provide? Confirm it in writing.
- ☐ Identify the two or three early signals that a client is at risk before they say anything. Build a check-in that surfaces those signals at least twice a month.
- ☐ Set a proactive communication cadence for every active client: what they hear from you, how often, and in what format. They should never have to chase you for an update.
- ☐ Map what changes in your week when a new client starts. If you cannot bring someone on without your existing clients feeling the gap, build the buffer before you close the next deal.
- ☐ Define the outcome you promised in measurable terms. Track it monthly. If it is not being delivered, surface it early and adjust before the client does.

MOVES COMPLETED: ____ / 5

YOUR READINESS PROFILE

Total Moves Completed: ___ / 40

#	DIMENSION	FRAMEWORK	SCORE	PRIMARY GAP?
01	CLARITY	GROWTH: G / Get Clear	___ / 5	
02	REACH	GROWTH: R / Reach Out	___ / 5	
03	CONVERSATION	SOLVE Customer Conversation System	___ / 5	
04	CONFIDENCE	COURAGE Framework (All 7 Dimensions)	___ / 5	
05	CONSISTENCY	GROWTH: H / Hone It	___ / 5	
06	TECHNOLOGY	GROWTH Framework	___ / 5	
07	PROCESS	GROWTH Framework	___ / 5	
08	PERFORMANCE / OPS	GROWTH: T / Transact	___ / 5	

Score 3 or fewer completed moves in any dimension? Start there. Your lowest score is not a weakness. It is your clearest signal.

Worked through the moves and still hitting a ceiling in one dimension?

That is your primary constraint. And that is exactly where The System for Founder-Led Sales begins. Every dimension in this checklist has a corresponding module in The System. Founders who go deeper do not just improve their scores. They change how buyers see them.

Start where your score is lowest.

www.achievemoreproject.com/system