MAYBERRY ADVISORY

The Founder Playbook

From founder-led sales to a sales team that runs without you. Ten steps, each backed by research.

Revenue is growing and you're thinking about a real sales team. The next twelve months decide whether it works. This playbook gives you the order to do it in, and for each step, the evidence behind it from Gartner, Salesforce, ICONIQ, the Alexander Group and the operators who have done it.

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Enterprise Sales and Systems Design
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THE SHORT VERSION

What the Research Says Before You Hire

Most founders hire first and fix the system later. The research points the other way. Messy data, scattered tools and untrained managers cost more than a slow hire does. Here are the numbers that shaped this playbook.

47%
of sales leaders and sellers say their data is high quality
Gartner, 2020

40%
of a rep's week is spent selling
Salesforce State of Sales survey, 2025

70%+
paid pilots (trials the buyer pays for) that turn into annual contracts when done right
Lemkin, SaaStr (anecdotal)

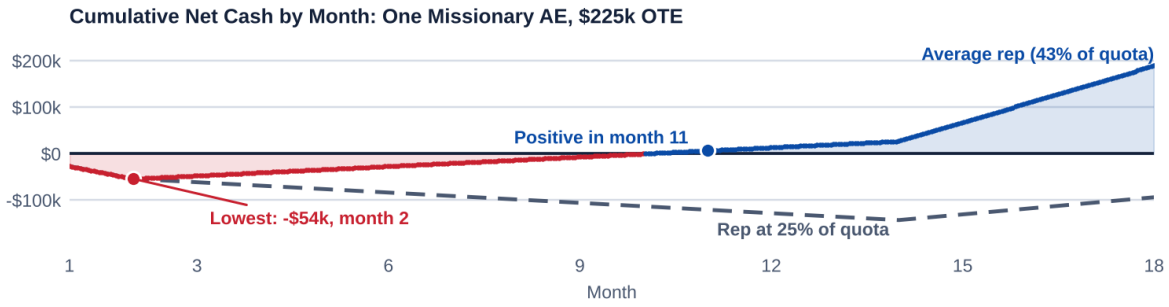
16%
of a manager's week goes to coaching, against 28% in best practice
Alexander Group

52%
of leaders regularly miss the forecast by more than 10%
Gong, 2022 (vendor survey)

13 v 21
go-to-market (sales, marketing and support) staff at AI-heavy vs other companies under $25M in annual recurring revenue
ICONIQ via SaaStr, 2025

What a Team Costs You

A sales team spends cash for months before it brings any back. Take one missionary AE at $225,000 OTE, about $321,000 a year with benefits. They ramp in 2 months and sell $60,000 deals billed a year up front. To be cash positive by month 12, they must close about one deal every 8 weeks. That is 6.5 deals a year, 41% of quota. Average attainment is 43%, so the average rep just clears the bar. And 57% of reps miss quota.



Attainment	Deals a Year	One Deal Every	Cash Turns Positive	Net Cash, Month 18
25% (below average)	3.9	13 weeks	Not by month 18	-$94k
43% (industry average)	6.8	8 weeks	Month 11	+$189k
100% (full quota)	15.8	3 weeks	Month 4	+$1.09M

Quota is $945,000, 4.2 times OTE. A 6 month ramp moves break-even to month 21. Monthly billing instead of annual up front moves it to month 23. Same model as our Cash Curve calculator. Cash only: rep pay, benefits and tools. Deal size, ramp and billing are example assumptions. Attainment: RepVue, Q2 2025. Quota ratio: Bridge Group.

How to Read the Evidence

Every figure was checked against the page it came from. The full playbook grades every source. **Primary** means the research firm's own page. **Vendor** means a company that sells in the field it surveys. **Anecdotal** means one operator's experience. Where a figure is dated, we say so.

Not sure which step you're on? Book a discovery call. You'll leave knowing where you stand and what comes next. Book a time