First 30 Days After v1.0

For: First-time founders who have shipped a first public release (v1.0) and have no sales team yet

As of October 26, 2026

No funding. No sales team. No sales plan yet. This guide covers the month we'd spend, the tools worth paying for, and what to avoid locking into. The targets are an example, not a promise. Your market will set your own.

What You Need

The Example Founder

The plan uses an illustrative founder. This is not a client. It's a starting picture so the numbers have something to attach to.

- A solo technical founder who built v1.0 with AI tools.
- No funding. A few free users. $0 in revenue.
- Selling to small businesses at about $18,000 a year.
- No sales hires and no written sales process.

Time and Tools

- **Time.** 30 days, split into four weeks. You run the sales calls yourself.
- **A spreadsheet.** Google Sheets or Airtable, for your one page sales motion and your list of 30 companies.
- **A free CRM.** CRM means customer relationship management software, the tool where you track deals. HubSpot's free CRM covers up to 2 users with no time limit.
- **A booking link and a call recorder.** A booking link lets buyers pick a time. Ask permission before you record a call.
- **LinkedIn Sales Navigator,** for finding buyers.
- **The Cash Curve calculator,** at mayberryadvisory.com/cash-curve. It shows how much cash a first seller needs before they pay back.

The Tool Ladder

Investors and sales leaders who coach early teams describe the same ladder. This shows the stages they describe. It isn't a count of what companies bought. Source: Pillar VC Founder Playlist, Oct 2022 (secondary).

Stage	When	Tools
Founder-led	You, right now	Google Sheets, Excel or Airtable. LinkedIn Sales Navigator. Calendly, free tier. HubSpot Free CRM, up to 2 users.

Stage	When	Tools
First seller	When the cash curve says go	A CRM with automation: Pipedrive or HubSpot. Sales intelligence: Apollo.io is the cheaper option, ZoomInfo the larger one. Sales automation: Salesloft.
Later stage	After you've grown past your first sellers	Salesforce as the CRM, to track CAC payback (how long a customer takes to repay what it cost to win them), LTV:CAC (what a customer is worth over its life against what it cost to win them) and retention. Gong or Salesloft for call recording.

Research

Every number below comes from the source named next to it. Prices are as published in Feb to Mar 2026 and will change. Vendor means a company that sells in this field. Primary means the company's own page. Secondary means an investor or operator writing about the field.

What the Ladder Costs

HubSpot's free CRM covers you and your first seller. Each step up has a minimum seat count, so the price jumps. A call recording tool like Gong costs more than every CRM tier here. The figures are list price per seat per month, times the minimum seats, times 12. Gong is the median buyer's yearly contract. Source: Vendr buyer guides, Feb and Mar 2026.

Tool and tier	Annual cost at minimum seats
HubSpot Free, up to 2 users	$0
HubSpot Starter, 2 seats	$480
HubSpot Professional, 5 seats	$6,000
HubSpot Enterprise, 10 seats	$18,000
Gong, median contract	$55,430

What Lock-In Looks Like

At your size, switching tools is cheap. Lock-in grows with seats, custom fields, automations and integrations. It also grows with contracts.

Where it comes from	What happens
Contracts	Multi-year terms and auto-renewal clauses with 5 to 10% yearly increases are common. Vendr says 60 to 70% of Gong deals are multi-year. Early renewal talks reach 10 to 20% better pricing. (Vendr buyer guides, Feb and Mar 2026)
Data	Basic contacts and deals export. Activity history, automation logic and custom field values often don't.
Workflows	Automation rules don't transfer. They get rebuilt by hand in the new tool.
Integrations	Every connected tool is rebuilt and retested when you switch.

What a CRM Switch Costs as You Grow

Move	Cost
Data-only move	A few thousand dollars

Move	Cost
Mid-market team	$15,000 to $50,000
50 reps, all in, year one	$50,000 to $100,000

Source: Huble Digital, Salesforce to HubSpot Migration Cost, 2026. Ranges are for a Salesforce to HubSpot move, with an 8 to 12 week timeline. Huble sells migrations.

Ramp and Onboarding

- **About 90 days to ramp.** Ramp is the time a new seller needs to reach full output. Bain Capital Ventures says new sellers typically need about 90 days. (Bain Capital Ventures, Sep 2024, secondary)
- **25 days against 58.** Top teams finish onboarding in 25 days against a 58 day average. (Mindtickle, State of Revenue Enablement 2025, platform data from 400+ customers. Vendor data.)
- Before the first seller, Bain Capital Ventures says to have a clear buyer, customers beyond your network, a written playbook, a CRM and recorded calls.
- Early on, founders stay on as many pitches as possible. (Pillar VC, Oct 2022)

Sources

- Pillar VC, How to Build an Early Sales Team (secondary)
- Bain Capital Ventures, The MVP/ICP Handshake (secondary)
- HubSpot, CRM Pricing page (primary)
- Vendr buyer guides for HubSpot, Gong and Salesforce (vendor; Vendr is a software buying platform)
- Huble Digital, Salesforce to HubSpot Migration Cost (vendor)
- Mindtickle, State of Revenue Enablement 2025 (vendor)

Step by Step

Four weeks, then two decisions about your tools. Each step has a one-line instruction, the detail, and a test that says you're ready.

Step 1: Write Down the Sale

Pick one buyer and one problem, and put your sale on one page.

- Pick one buyer and one problem. Early customers should share the same use case.
- Write one page: who buys, the problem, the price, how they buy.
- List 30 companies that fit. Use a spreadsheet.
- Draft a price. Test it on your first call.

Days 1 to 7. Tools: Google Sheets or Airtable.

> **Ready when:** You have a one page sales motion and a list of 30 companies.

Step 2: Put Every Deal in One Place

Open a free CRM and log every conversation.

- Open a free CRM. Log every conversation, even the casual ones.
- Set up a booking link so buyers can pick a time.
- Record every sales call you run. Ask permission first.
- Keep fields few. Add one only when a report needs it.

Days 8 to 14. Tools: a free CRM, a booking link and a call recorder.

> **Ready when:** Every deal is in one record, and your first calls are recorded.

Step 3: Talk to Ten Buyers

Reach out to your list and run the calls yourself.

- Reach out to your list. Sell to buyers outside your warm network.
- Run the calls yourself. You learn the objections firsthand.
- Log each objection in the CRM in the buyer's words.
- Rewrite the one page after every three calls.

Days 15 to 21. Tools: LinkedIn Sales Navigator and your CRM.

> **Ready when:** Ten conversations are logged, with the top three objections.

Step 4: Price the Pilot and Check the Cash

Write pilot terms, send two offers, and run your cash number.

- Write pilot terms with success metrics the buyer agrees to. A pilot is a limited trial of your product inside the buyer's company. Success metrics are the results the buyer agrees will justify a full contract.
- Send two written pilot offers.
- Run the Cash Curve with your real numbers.
- Decide: keep selling yourself, or plan the first hire.

Days 22 to 30. Tools: the Cash Curve calculator.

> **Ready when:** You have two written pilot offers and your cash number.

Step 5: Keep Your Tools Easy to Leave

Follow five rules so no tool traps you.

- Start on month-to-month or annual plans. Skip multi-year terms until a tool has earned the commitment.
- Export your CRM data every month and keep the file.
- Add a custom field only when a report needs it.
- Don't build an automation you can't explain on one page.
- Read the renewal clause on day one. Negotiate before the auto-renew date, not after.

> **Ready when:** You have this month's CRM export saved, and you know the renewal date of every tool you pay for.

Step 6: Plan Your First Year of Tools

Add tools in this order, and start the first seller only when your cash curve allows it.

This is Doug's suggested sequence, built from the sources in Research. Seller enablement means what a new seller needs on day one: a target list, a pitch, a pilot template and a library of recorded calls.

Lane	Months 1 to 12
Deal records	Free CRM, up to 2 users. A paid tier once a third user joins.
Call recording	Record your own calls. The call library trains the seller. Buy a tool only if it earns it.
Finding buyers	Your list and Sales Navigator. Add Apollo class data with the first seller.
Seller enablement	One page. Then a playbook and templates. Then the first seller on a 90 day ramp. Then a weekly pipeline review. Then the second seller onboards from the library.
Money and quotes	Invoice by hand. Then a quote template and pilot terms. Then CRM to billing.

Hire two sellers if cash allows. Two sellers show whether a problem is the seller or the sales motion. Each costs about as much as the first on your cash curve.

> **Ready when:** You know whether your cash curve lets you start a first seller, and which tool you add next.

Troubleshooting

Problem	Likely cause	Fix
Early customers want different things	They don't share one use case.	Pick one buyer and one problem. Say no to the rest for now.
Every conversation lives in a different place	Deals aren't in one record.	Log every conversation in the CRM, even casual ones.
You can't tell what buyers push back on	Objections aren't logged.	Log each one in the CRM in the buyer's words. Rewrite the one page after every three calls.
All your calls come from your warm network	The list is friendly, not representative.	Sell to buyers outside your warm network.
The CRM is full of fields nobody reads	Fields were added before a report needed them.	Keep fields few. Add one only when a report needs it.
A free tool suddenly costs money	The free tier stops at 2 users, and paid tiers have minimum seats.	Plan for the jump before a third user joins. See the cost table in Research.
A tool renews before you're ready	An auto-renew clause fired.	Read the renewal clause on day one and negotiate before the auto-renew date.
Moving to a new tool loses history	Activity history, automation logic and custom field values often don't export.	Export your CRM data every month and keep the file.
A pilot offer gets a vague answer	The success metrics aren't written down or agreed.	Write pilot terms with success metrics the buyer agrees to.
Your cash number looks thin	The curve says a first seller isn't affordable yet.	Run the Cash Curve with your real numbers. Keep selling yourself until it allows a hire.

Doug can set this up with you. Book a discovery call at mayberryadvisory.com.