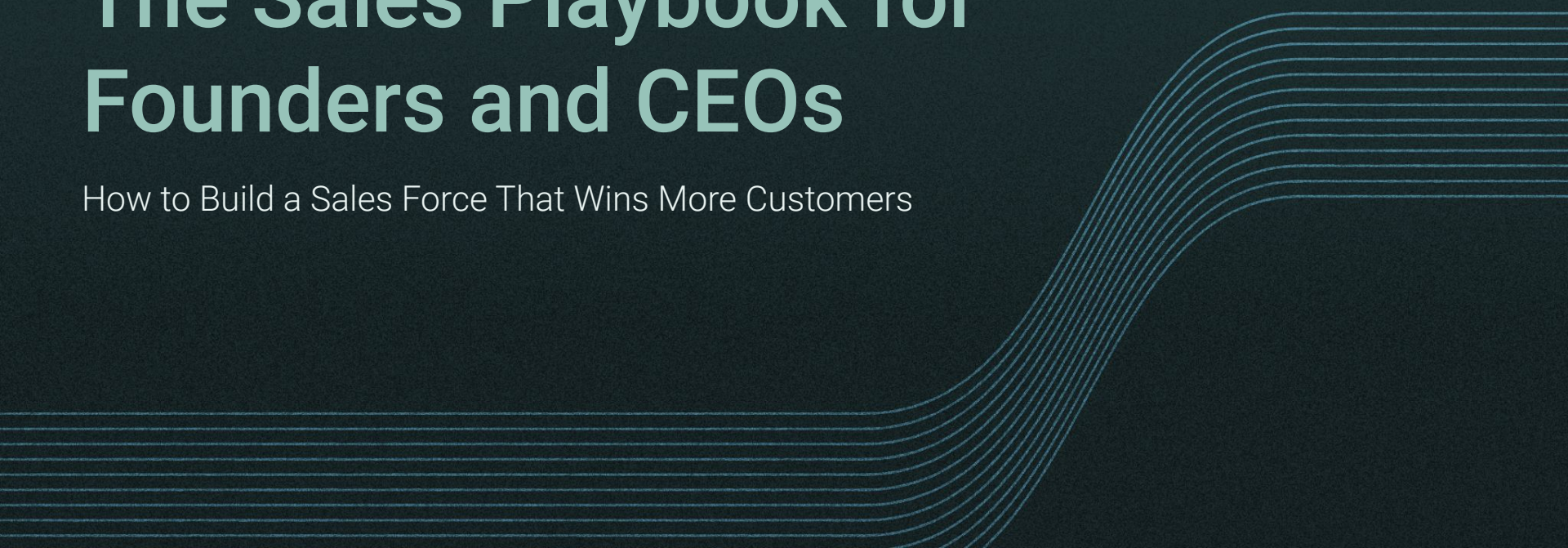# The Sales Playbook for Founders and CEOs

How to Build a Sales Force That Wins More Customers

Zeni's All-In-One Financial Platform

Powered by Generative AI & Finance Professionals

Swapnil Shinde

CEO & Co-Founder

The 3 Step Sales Recipe To Winning More Customers

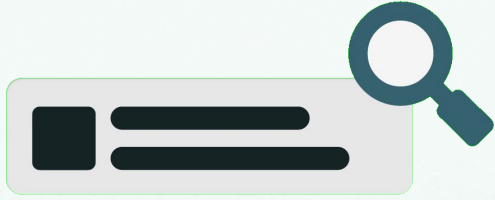*Three simple steps*

Step 1

Hire the right team

Step 2

Create a sales
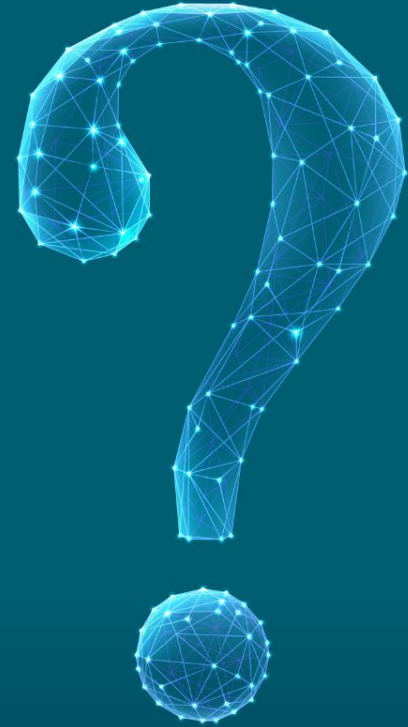culture & process

Step 3

Continuously change
& iterate

Hire the right team

Your first sales leader is not the VP of Sales.

Phase I Of Your Sales Journey

Tap Into Your Founders

⭐ Customer knowledge

✦ Passion

👁 See the pain points

⚠ Uncover roadblocks faster

💡 Experience the 'AHA' moments

$ Understand pricing

🚀 Know what kind of VP you need

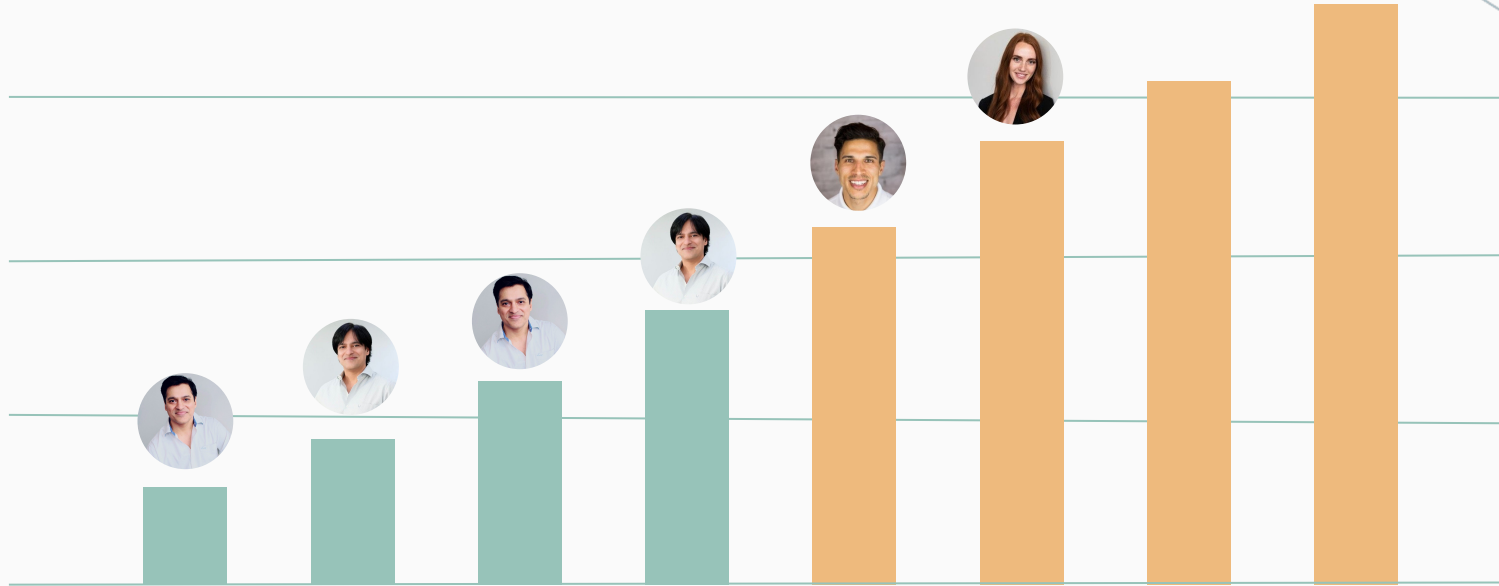# Founders can't run the sales show forever.

Hire Account Executives

Phase II Of Your Sales Journey

How to know when your AE's are successful?
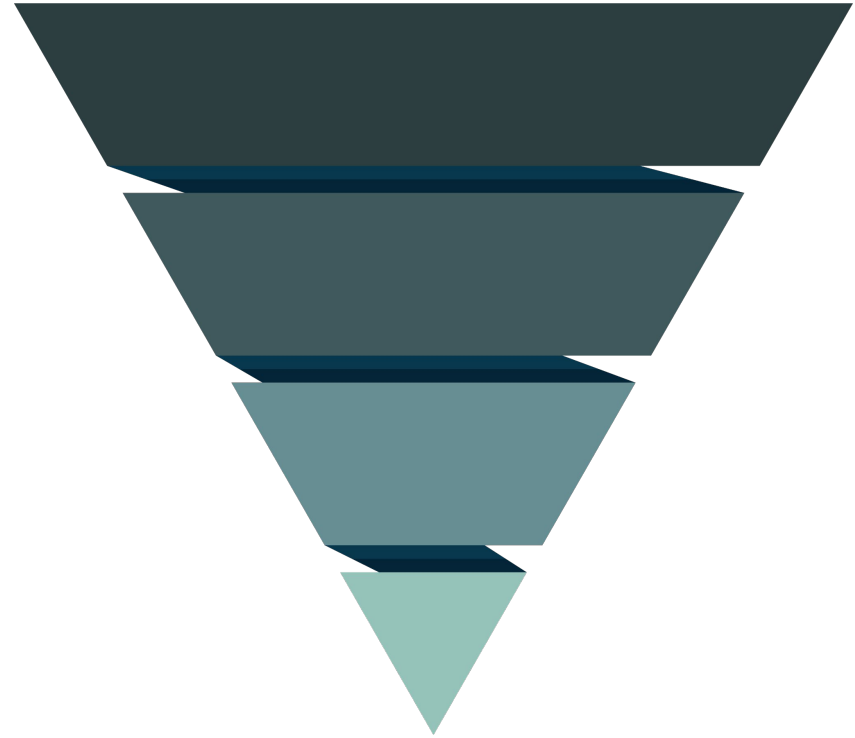
35% Conversion

Scale your team (and playbook) with a VP of Sales

How to know when you're ready to grow beyond AE's?

$1M ARR

Customers

Proven Usage

Proven Playbook

Realize Value

Who is the best person for the job?

The Do's & Don'ts

✓
- Understands your market
- Hands On & Strategic
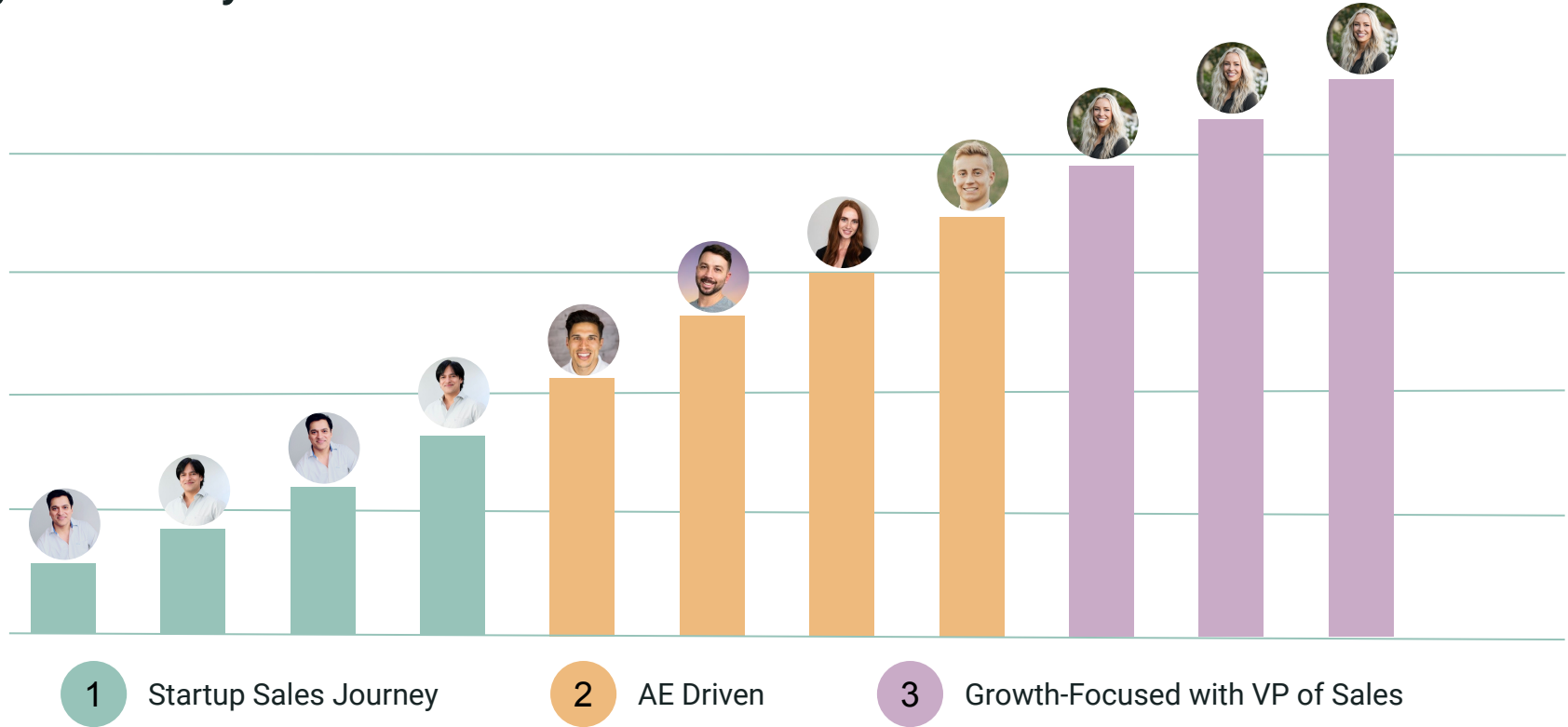
✗
- Hiring an enterprise VP
- Someone that has scaled post series C

Tip

Hot Tip: Utilize referrals and your network

Key Takeaways

1 Startup Sales Journey

2 AE Driven

3 Growth-Focused with VP of Sales

Create a sales culture & process

Tip #1

Develop a sales culture unique to your business

Tip #2

Your VP of Sales should be the one to create the culture.

Advice From Megan

Who to hire
When hiring, prioritize those with skills, shared passion, and a hunger for excellence.

Who to promote
Promote individuals who consistently raise the bar, setting an example for the organization.

Who to fire
While tough, Terminate team members that aren't aligned with the values or hinder team dynamism

Megan Prince
VP of Sales

Continuously change & iterate

Adapt your sales playbook as your product grows.

Tip #2

Have a testing methodology mindset.

Thank you!