

AGENDA FOR OUR NEXT CONVERSATION

Sample Founder · Sample Company · September 2026

I just finished a leadership reflection process and came out of it with a clearer read on what's actually in my way. This is what I'd like to use our next conversation on.

Where I've landed

I've been treating my problem as a communication problem: that I can't explain the company simply enough, that I overcomplicate it. The people I asked don't see that at all. So the real question is why the sales motion isn't working, and I think the answer is that I've been trying to build a repeatable demand engine for the work I most want to do rather than the work that sells fastest.

What I'm doing about it for the next 90 days

- **Narrowing.** I'm ranking my offers by actual elapsed time from first conversation to signed - real closed deals, not what I think should be fast. Then building the demand engine for the shortest one only.
- **Making my pace predictable.** Short scheduled touchpoints instead of people catching me when something's already urgent, and writing down decisions and why I made them.
- **Not doing this alone.** I don't currently have anyone whose job is to notice when things are going badly. I'm changing that.

What I'm deliberately not doing

- **Hiring a sales lead.** Several people have told me to. I don't have a proven repeatable motion to hand someone, and hiring into that is how the hire fails.
- **Adding anything new.** For 90 days, if it doesn't serve the one offer, I'm writing it down and declining it.

What I'd like your help thinking through

1. **Am I right about which offer is easiest to sell?** I have a ranking in my head and I don't trust it, because the thing I want to be true keeps coming out on top. I'd like to walk you through it and have you push.
2. **Is this even a sales problem?** A couple of the people I asked said the issue isn't sales at all - it's that the product isn't differentiated enough. I don't know if they're right, and it's a very different year depending on the answer.

What would help most

- **Pressure-test.** Tell me where the ranking is wrong, especially if I'm protecting something.
- **Pattern-match from what you've seen.** When you've watched a founder stuck in this exact place, what actually broke it? I'd rather hear one real case than a framework.
- **Introductions, once I've named the offer.** Not yet - I don't want to burn goodwill on something I haven't narrowed. But I'll come back for this.
- **Ask me in 90 days whether I did it.** Put it in your calendar. I'll take the accountability.
- **Be the person who notices.** If you're willing to be someone who asks how I'm doing rather than how the business is doing, on a regular schedule rather than when I surface, I'd take that.

What to push me on

- If I show up with a new idea, ask me what I finished.
- If I tell you the problem is how I'm explaining it, ask what evidence I have for that.
- If I say I'll hire someone once it's working, ask what "working" means and how I'd know.
- Ask who's noticing when it's going badly. If the answer is still nobody, say so.