

Founder Sales Operating Rhythm

Pairs with: Founder-led sales is not optional

A weekly cadence for staying close to early sales without losing operational control.

Founder / team	Account / market / topic	Date
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When to use it
Use when the founder needs to lead market learning, pricing, objections, and early pipeline quality.

What this worksheet covers

Pipeline review	Learning review
Objection review	Message update
Next actions	Decision gates

Questions to answer before you start

What did you learn from buyers this week?

Which objections repeated?

Which message changed?

Which deals need founder involvement?

What decision gate is next?

Weekly founder sales rhythm

Block	Question	Output
Pipeline review	<hr/> <hr/>	<hr/> <hr/>
Which opportunities moved because of buyer action?	<hr/> <hr/>	<hr/> <hr/>
Updated pipeline quality	<hr/> <hr/>	<hr/> <hr/>
Learning review	<hr/> <hr/>	<hr/> <hr/>
What exact buyer language did you hear?	<hr/> <hr/>	<hr/> <hr/>
Message notes	<hr/> <hr/>	<hr/> <hr/>
Objection review	<hr/> <hr/>	<hr/> <hr/>
What stopped progress?	<hr/> <hr/>	<hr/> <hr/>
Objection patterns	<hr/> <hr/>	<hr/> <hr/>
Message update	<hr/> <hr/>	<hr/> <hr/>
What wording needs to change?	<hr/> <hr/>	<hr/> <hr/>
Updated narrative	<hr/> <hr/>	<hr/> <hr/>
Next actions	<hr/> <hr/>	<hr/> <hr/>
What must happen before next week?	<hr/> <hr/>	<hr/> <hr/>

Block	Question	Output
Owner and date	_____ _____	_____ _____
Decision gate	_____ _____	_____ _____
What will you stop, adapt, or double down on?	_____ _____	_____ _____
Decision	_____ _____	_____ _____

Deal focus list

Opportunity	Stage	Buyer action needed	Founder action	Date
Deal 1	_____ _____	_____ _____	_____ _____	_____ _____
Deal 2	_____ _____	_____ _____	_____ _____	_____ _____
Deal 3	_____ _____	_____ _____	_____ _____	_____ _____
Deal 4	_____ _____	_____ _____	_____ _____	_____ _____
Deal 5	_____ _____	_____ _____	_____ _____	_____ _____

Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
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Decision card

What this now tells me

Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

Next action

Owner

Date to review
