



Week 5 – Your AI-Powered Sales Playbook

Why This Week Exists

Every founder thinks they need investment first. Wrong. You need sales. Nothing makes investors lean in faster than proof that customers already hand you money. This week, you'll turn AI into your sales sidekick — cutting the grunt work and forcing you into conversations that matter.

Your Mission

By the end of this week you'll:

1. Have a clear, testable sales system (not random winging-it).
2. Generate your first qualified lead list without weeks of LinkedIn stalking.
3. Have outreach scripts that sound human, not spammy.

Step-by-Step

1. Build Your Sales Funnel (Simple, Not Sexy)

AI Prompt:

"You are a sales coach for early-stage founders. Based on my product, design a 4-stage sales funnel that converts leads into paying customers. Include conversion targets for each stage."

2. Generate Leads with AI

AI Prompt:

"You are a B2B lead researcher. Based on this ICP [INSERT ICP], find 50 potential customers with name, role, company, and email (if public). Prioritise those most likely to pay in the next 90 days."

3. Draft Outreach That Works

AI Prompt:

"You are a top-performing sales rep. Write 5 cold email scripts to my ICP. Each should: (a) call out the pain, (b) offer a quick win, (c) end with a simple call to action (15 min chat). Keep it under 100 words."



4. Run Your First 10 Conversations

- Yes, 10. No shortcuts. Your job is to shut up and listen.
- Track responses in a simple spreadsheet — no need for fancy CRMs yet.

Pro Tips from the Trenches

- Sales is a numbers game — expect 9 no's for every yes.
- “No budget” usually means “not enough pain.” Reframe.
- Investors aren't impressed by “great ideas,” but they froth over “signed customers.”

Your Deliverables This Week

- Simple sales funnel map (4 stages, with targets).
- Lead list of 50 prospects that match your ICP.
- 5 outreach scripts tested on at least 10 real conversations.

Why This Matters

Sales is the most transferable skill you'll ever learn as a founder. If you can sell, you'll never be stuck. If you can't, no amount of AI magic will save you.