

“When you’re ready to scale, it is all about execution. This has major implications for how you organize your company and how you manage your team.”

### SCALING AND SALES:

When scaling your company, the biggest thing that’s going to change is your distribution engine. You’re moving away from your entrepreneurial sales model, and what you’re trying to build is a replicable, scalable distribution machine that will allow you to efficiently grow your business.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you’ve learned from this module?

## Questions for you, the entrepreneur

1. Are we ready to hire a VP of Sales?
2. If so, what channels will I use to find a great VP of Sales?
3. What traits are vital for this person to be a cultural and physical fit in my business?
4. What team members will this person interact with? And what type of leader will the sales team need in order to efficiently follow?
5. What is the mindset of a buyer or purchaser in order to buy our product or service?
6. What kind of resources (and how many) will I keep aside in order to build up the new sales engine?
7. How will I maintain our current sales process while we start to scale up the sales engine?
8. What processes do I have in place in order to keep sales and marketing aligned currently? Will these have to change as we scale?

## Questions for the team

1. What is the mindset of a buyer or purchaser in order to buy our product or service?
2. What traits are vital for a VP of Sales to be a cultural and physical fit in our business?

## Additional Resources from [www.KauffmanFoundersSchool.org](http://www.KauffmanFoundersSchool.org)

<p style="text-align: center;"><b>Readings</b></p> <p>Notes:</p>	<p style="text-align: center;"><b>Founder Genius</b></p> <p>Notes:</p>
<p style="text-align: center;"><b>Other Related</b></p> <p>Notes:</p>	<p style="text-align: center;"><b>Tools</b></p> <p>Notes:</p>