

FOUNDERS WEEKEND • SESSION 4

Sales Validation

BY THE END OF THIS SESSION

**I can ask a real customer
to buy from me.**

THE BIG IDEA

Climb **the ladder.**

3:00

Referrals

Friends and family pass
you names.

4:30

Calls

Calls get answers today.

5:15

Email

For anyone you can't reach.

One national leaderboard. Ten cities. Ranked by sales.

LAPTOPS CLOSED

What counts **on the board.**

01

Not your parents

No selling to parents or anyone at home.

02

You make the ask

Parents can't sell for you.

03

Stripe only

Your CofounderJr link. No cash.

04

Logged

Every sale has a buyer in your log.

05

Never alone

Calls with a mentor beside you.

WORKED EXAMPLE



\$50 in. \$500 out.

SPENT

\$50

of ads to reach strangers

CLICKED

30%

clicked Order Now

SOLD

~\$500

in two weeks

No ad budget? Referrals are free.

LAPTOPS CLOSED



A target bigger than **her** **family.**

01

**Who are ten
people she
knows?**

02

**Who do they
know?**

03

**What does she
ask them?**

WHAT REALLY HAPPENS



How cookies **really** sell.

FIRST

**Family and
friends**

THEN

**Door to door,
with an adult**

NEXT

Cookie booths

WE DON'T COPY

**Not a parent's
office**

Parents give names. You make every ask.

Ask for names, **not money.**

01 Hi ___, I'm starting a business: ___.

02 I'm not asking you to buy.

03 Who do you know who might want this?



10 → 20

Ten asked, twenty
names back.

DO THIS NOW • 30 MINUTES

Ten asks. **Twenty names.**

10 MIN

List ten

Friends and family.

15 MIN

Send the script

To all ten.

5 MIN

Count your names

Aim for twenty.

Done by 3:50. Break at 4:00: laptops down.

Make **the call.**

01 Who sent me.

02 What I sell, and the price.

03 Would you like one?

04 Then stop talking.



Log it.

Yes, not yet, or no.
Every time.

At 12, he called **the boss of HP.**

Steve Jobs found Bill Hewlett in the phone book and asked for parts. He got the parts, and a summer job.

The worst answer is no.

DO THIS NOW • 25 MINUTES

The call **blitz**.

5 MIN

First call

A mentor beside you.

15 MIN

Keep calling

Down the list.

5 MIN

Log it all

In their words.

Done when: one real call made and logged.

Four lines **that get a reply.**

01 Why I'm writing to you.

02 What I sell, and the price.

03 Would you like one?

04 My page link.



**Then call
again.**

Emails rarely get answers
this weekend.

DO THIS NOW • 25 MINUTES

Email, then **call again.**

10 MIN

Email

The ones you couldn't reach.

15 MIN

Back on the phone

Follow up every not-yet.

Done when: your numbers are on the leaderboard by 6:00.

SUNDAY 11:00 • FOLLOW-UPS

The second message **closes the sale.**

01

Follow up everyone

From yesterday, first.

02

Five no's?

Change one thing: customer, price or promise.

03

The three closest

Go back to them.

Every ask goes on the leaderboard.

SHARE · ONE PER TABLE

Read the answer **you didn't expect.**



I like...

What worked, and why.



I wish...

One specific change.



What if...?

A new idea to try.

Answer every one: "Thank you, tell me more."

REFLECT, THEN SHOUT-OUT

What surprised you **about asking?**

01

Short

One sentence.

02

Specific

Name what they did.

03

Skill-based

Name the skill it showed.