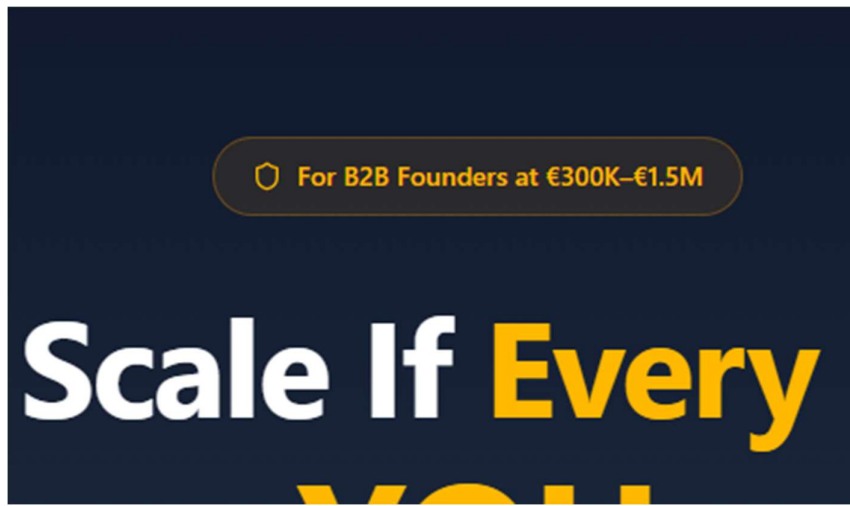


For B2B founder as 300K 1.5M – ARR? MRR? Annual Revenue?



Sterk


The Challenge

## Why First Sales Hires Fail

Founders hand off sales without a documented playbook. The new hires struggle, costs €100K+, and fails within a year. Here's why.


[fromthoughts.com/results](https://fromthoughts.com/results)

Dit is heel erg AI:




### Knowledge Trapped in Your Head

You know why your pitch works, which objections matter, and who your best customers are. But none of it is written down — so no one else can do it.




### No Playbook to Hand Over

You hire someone smart, give them access to the CRM, and expect them to figure it out. They can't — because there's nothing to follow.




### The €150K Mistake


A senior sales hire costs €150K–€250K/year. Most fail within 12 months at early-stage companies — not because they're bad, but because there's no foundation.

 Handoff-ready for first hire
 

You get answers to what you ask — but you don't know what you don't know.

 Handoff-ready for first hire
 

The right person can transform your business — but 70% of first sales hires at this stage fail within 12 months.

 Handoff-ready for first hire
 


10+ years of B2B commercial playbooks — curated for your stage, your numbers, your market.

En nog meer plekken. Vervang het met komma's waar het klopt.

Klein foutje:


lose-built for one specific stage of growth

Revenue

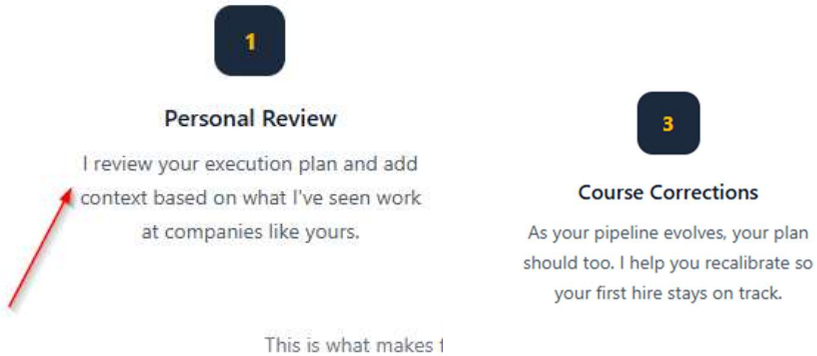


### You're still closing

Your product knowledge and revenue — but that doesn't s



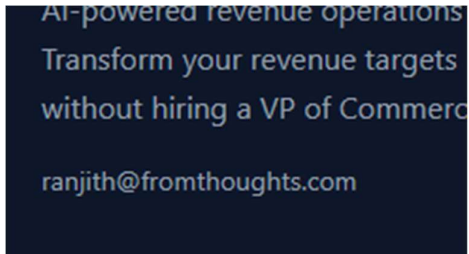
### Deliberate about your K



Ik zou vast voorbereiden op de toekomst en het iets vager maken:

“fromThoughts reviews your execution plan...”

En misschien hier:

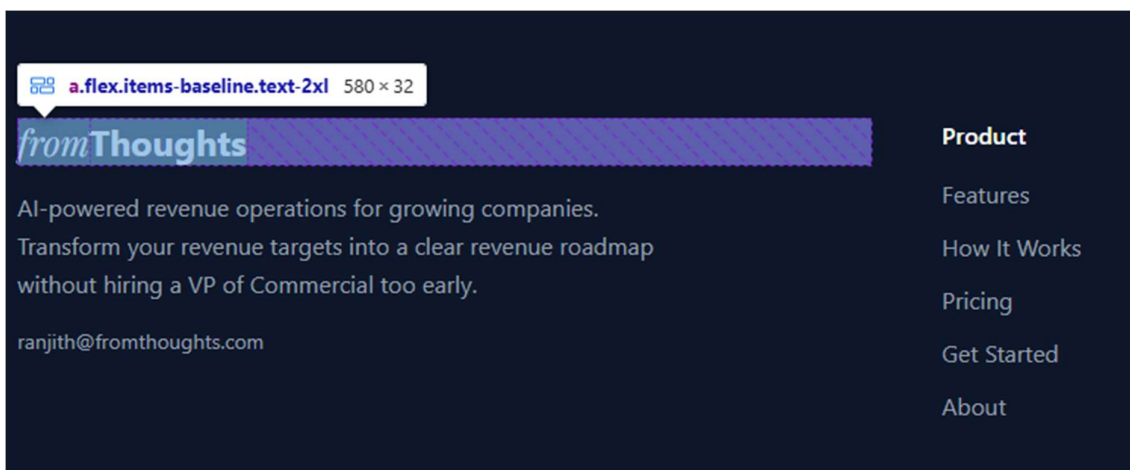


Ook iets generieks misschien? Maar dat is meer de touch die jij eraan wilt geven.

Ik vind [hello@fromthoughts.com](mailto:hello@fromthoughts.com) ook altijd wel leuk.

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Technisch UX dingetje waar ik mij altijd aan stoort. Deze link is heel lang, wat de lege ruimte erachter klikbaar maakt.



Voeg “display: inline-block;” aan de CSS toe.

Het is verwarrend of ik nu 30 dagen gratis krijg, of 14 dagen.







# Simple, transparent Pricing

Build the sales playbook your first hire needs. Get started with 30 days of full access. 14-day money-back guarantee on all plans.

Sterk dit weer. Dit miste ik nog een beetje op de homepage. De “proof”.

## Cut Costs with fromThoughts

See how fromThoughts compares to traditional alternatives for building your revenue strategy.

ALTERNATIVE	COST / YEAR
 <b>Head of Sales</b> First commercial hire	€150K – €250K
 <b>Fractional VP of Sales</b> Part-time senior leadership	€60K – €100K
 <b>Sales Consultant</b> Project-based engagement	€40K – €70K
 <b>Revenue Ops Consultant</b> Strategy & process setup	€30K – €60K
 <b>fromThoughts Pro</b> AI-powered revenue roadmap	€15,000 / year
 <b>Your Savings</b> Compared to a Head of Sales hire	<b>Up to 90%</b> saved per year

Cost estimates based on European market averages for early-stage B2B companies.

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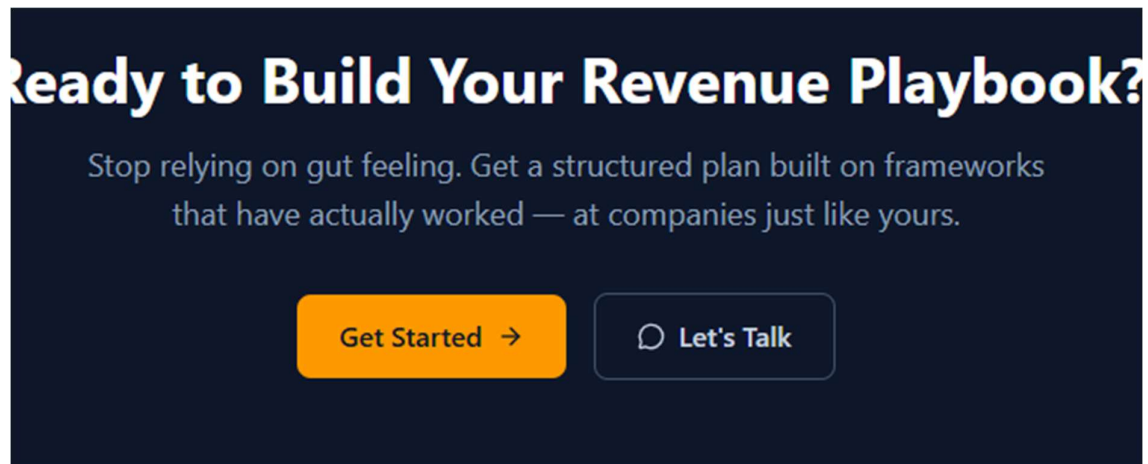
Op <https://fromthoughts.com/forecast> staat een tooltje. Deze is niet gelinkt in de header. Is dat bewust? Dit lijkt mij een mooie clickbait om bovenin te hebben staan.

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Ik weet dat je nog niet veel benoemenswaardige social proof hebt, maar misschien kan je wel vertellen hoeveel geld je jouw vorige klanten/werkgevers hebt bespaard ofzo?

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Ik ben het hier eens dat Get Started je CTA moet zijn, maar in de header is de Get Started niet oranje.



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Wat doet de sign in? Het impliceert dat je dus in kan loggen op jouw AI tool. Klopt dat? En moet ik daar ook nog rondneuzen?