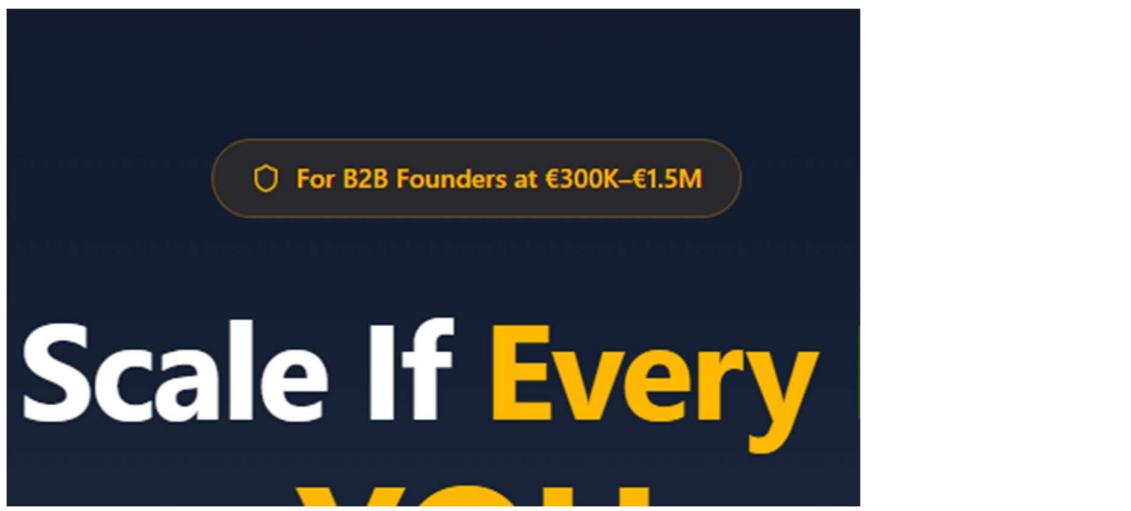


For B2B founder as 300K 1.5M – ARR? MRR? Anual Revenue?



Sterk

The Challenge

Why First Sales Hires Fail

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

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.



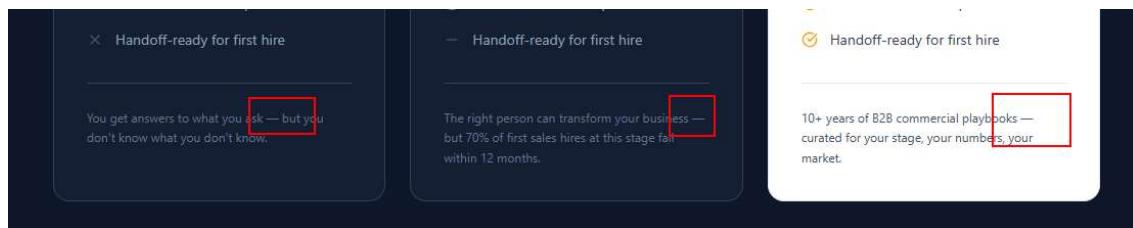
No Playbook to Hand Over

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.



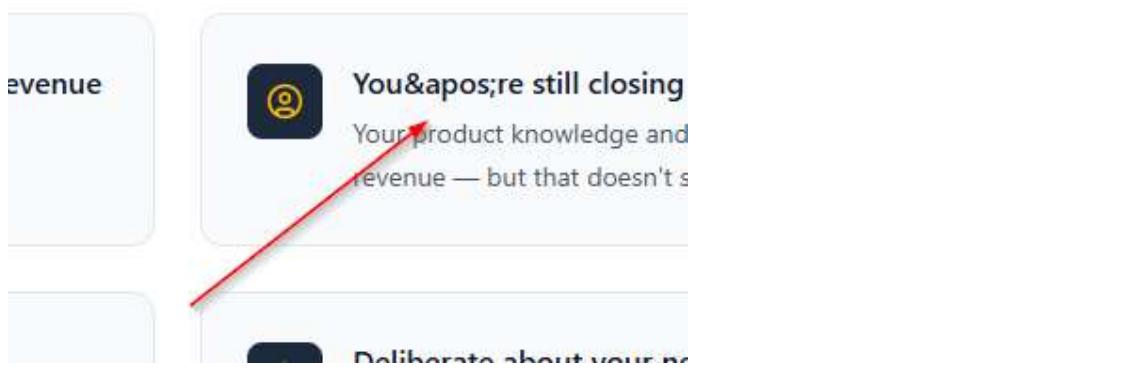
The €150K Mistake

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.



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

Klein foutje:
~~JUST BUILT FOR ONE SPECIFIC STAGE OF GROWTH~~



1

Personal Review

I review your execution plan and add context based on what I've seen work at companies like yours.

3

Course Corrections

As your pipeline evolves, your plan should too. I help you recalibrate so your first hire stays on track.

This is what makes I

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

“fromThoughts reviews your execution plan...”

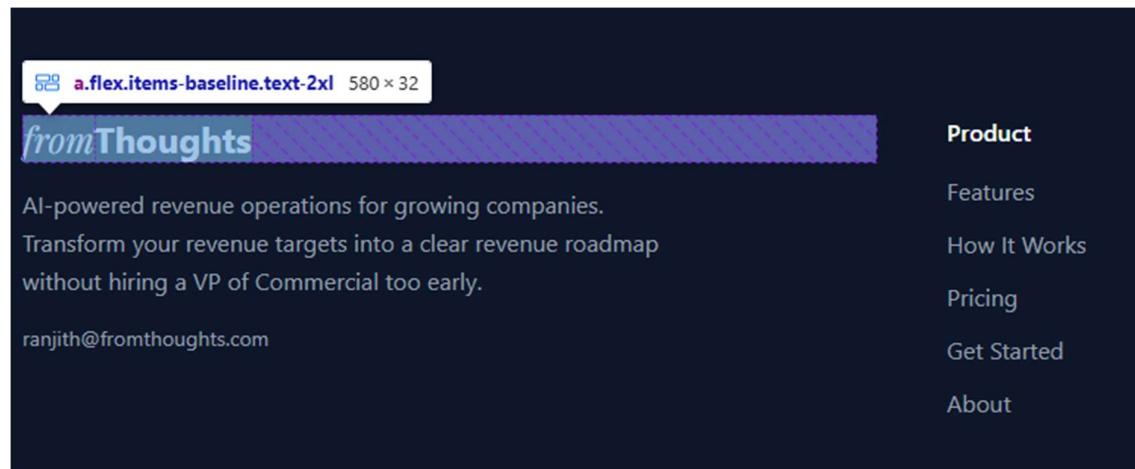
En misschien hier:

AI-powered revenue operations
Transform your revenue targets
without hiring a VP of Commercial
ranjith@fromthoughts.com

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

Ik vind hello@fromthoughts.com ook altijd wel leuk.

Technisch UX dingetje waar ik mij altijd aan stoor. 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.

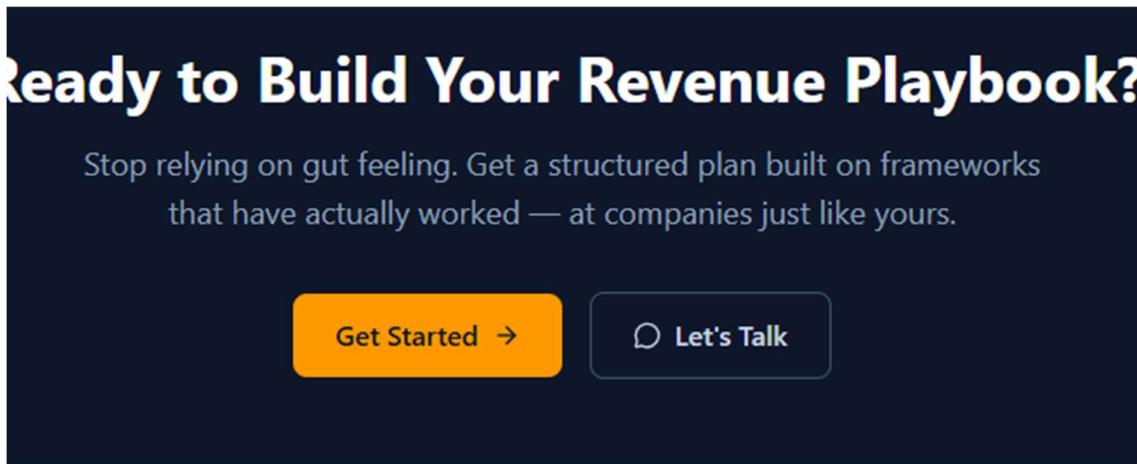
ALTERNATIVE	COST / YEAR
 Head of Sales First commercial hire	€150K – €250K
 Fractional VP of Sales Part-time senior leadership	€60K – €100K
 Sales Consultant Project-based engagement	€40K – €70K
 Revenue Ops Consultant Strategy & process setup	€30K – €60K
 fromThoughts Pro AI-powered revenue roadmap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

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

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.

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?

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



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?