

Mitch Sapoff Mini Bio

I'm the founder of SalesAgency.ai and I've spent the last decade in the trenches of some of the best (and worst) sales teams in the online space, so I know what it takes to win.

- Personally closed \$10M+ in sales
- Scaled my own sales coaching business to a multi-7 figure run rate in just over a year
- Trained 300+ reps who've generated \$100M+ in sales combined
- Helped 100+ sales teams scale revenue with my reps, scripts, and frameworks

In 2021, I created the RapidClose™ Method, a fun and simple way to sell that's been proven to convert better than your favorite guru's.

Today, I partner directly with founders to build sales systems that scale their biz to 8 figures, without the stress, guesswork, or babysitting most teams require.

Case Study: From a “Handful of Sales” to \$1M/Month+

One of my proudest wins in 2024-2025: scaling a high-ticket service-based sales team from scratch to over \$1M/month in just 9 months.

The playbook:

- Pre-Close Commitment: Installed a process that got leads to commit financially BEFORE the closing call, boosting DPL (dollar per lead) to over \$5K.
- Elite Hiring: Hired Closer-level talent for Setter positions and Demigod-level talent for Closer positions by properly aligning incentives and expectations
- Tech-Driven Feedback Loops: Used AI & analytics to pinpoint exactly where scripts, funnels, or reps needed to be adjusted - fixing issues before they became expensive.

The result: a team that hit 7 figures/month in cash in record time, with systems that scale beyond the founder's direct involvement.

What I Provide as a Service

I help founders turn their sales org into a predictable, scalable cash machine. No more random acts of selling. No more praying your reps perform. Just systems, people, and tech that work in harmony.

Here's how I do it:

1. Sales System Overhaul

- Install repeatable, airtight sales flows
- Maximize Dollar per Lead with frameworks that close upfront, not someday

2. Team Buildout & Training

- Hire closers/setters I've either trained personally or vetted through trusted partners (network of 1000+ top performers)
- Put them through rigorous 30-day bootcamps to perfect mindset, skillset, and product knowledge

3. AI-Backed Optimization

- Tracking down to the dollar that minimizes human error and "stat inflation"
- Sales Process and Call audits at scale to understand lead sentiment, objections, and team performance, driving smart decision-making

4. Fractional CRO Leadership

- Architect, manage, and scale your entire sales org better than a traditional sales manager ever can
- Give you dashboards, clarity, and playbooks that free you to run the business, not the sales floor

Where to Find Me

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Featured Sales Podcast Episode: [RapidCloser on Spotify](#)