

A close-up photograph of a hand placing a wooden block on top of a stack of other wooden blocks. The blocks are arranged in a stepped fashion, creating a staircase effect. The background is a plain, light-colored surface.

The Founder Academy
Sales Excellence Series

REVENUE GROWTH

Business Development Playbook

Ashraf Hussain

The Business Development Playbook

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Most importantly, I acknowledge my **family**.

They are the reason behind the discipline, the long hours, the ambition, and the pursuit of excellence. Their support, patience, and belief made it possible to build a career, a business, and now a body of work that helps others grow.

Finally, I acknowledge **you**, the reader.

By choosing to engage with this playbook, you've chosen structure over chaos, mastery over shortcuts, and long-term growth over short-term comfort. That decision alone puts you ahead of most.

This playbook is not about perfection.

It is about progress.

It is about standards.

It is about becoming the Business Development professional others rely on.

Welcome to the **Founder Academy standard**.

— Ashraf Hussain

Introduction

How Elite Business Development Professionals Close New Business & Scale Revenue Predictably

Welcome to **The Business Development Playbook**, part of the Founder Academy's Performance Series, a collection of frameworks built to transform ambitious sales professionals into top-tier operators.

My name is **Ashraf Hussain**, and for more than a decade, I have lived and breathed sales from the frontline grind of SDR prospecting to managing multimillion-pound books across the globe, leading teams, coaching sellers, and maintaining renewal rates as high as **97%+** year on year.

But here's the truth I learned early in my journey:

Success in Business Development is rarely about talent. It's about systems. It's about discipline. It's about process.

Founder Academy was created for that exact reason to give sales professionals a level of clarity, structure, and predictable execution that most teams and organisations never teach.

This playbook is the clearest expression of that mission.

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Who This Playbook Is For

This is not a book for people who want “tips.”

This is a system for people who want **results**.

It's for those who want to operate at a higher standard consistently.

This playbook will help:

- **Business Development professionals**

who want to build a strong pipeline and close revenue predictably.

- **SDRs transitioning into BD**

who need structure, confidence, and a proven approach.

- **Account Managers**

who want to expand accounts with strategic BD methods.

- **Sales Leaders**

who want their teams aligned, measurable, and consistently improving.

If you want to elevate your earning potential, sharpen your execution, and build a long-term sales career, this playbook was built for you.

What This Playbook Gives You

Across 12 structured modules, you will learn:

- How to set **7-figure goals** and the mindset required to hit them
- How to track your KPIs like a top performer
- How to prospect in a way that creates a real pipeline
- How to use **MEDDIC** to qualify and close effectively
- The psychology of why buyers say yes
- How to handle objections with confidence
- How to negotiate without losing value
- How to position pricing with authority
- How to run self-reviews like an elite performer
- How to master your commission plan
- How to build reputation and brand equity in your market
- How to market yourself so opportunities come to you

Every module has been field-tested.

Every framework comes from real experience.

Every tool is designed for real-world performance.

How to Use This Playbook

Founder Academy playbooks follow a consistent, elite structure:

- **Quote** – sets the tone
- **Why This Matters** – the deeper insight
- **Framework** – actionable steps
- **Scripts & Examples** – practical tools
- **Mistakes to Avoid** – protect yourself from common traps
- **Pro Tips** – the advanced layer
- **Checklist** – your execution summary
- **Case Story** – lessons drawn from lived experience

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Your job is simple:

Move through each module, apply what you learn immediately, and revisit them weekly to reinforce the system.

A Final Word Before You Begin

The people who succeed in Business Development are not the loudest.

Not the most charismatic.

Not the most experienced.

They are the ones who show up **consistently**, follow a **proven system**, and master the fundamentals so well that they look effortless.

This playbook is your system.

Your foundation.

Your competitive advantage.

Welcome to **The Founder Academy Standard** — let's build the career and revenue you are capable of.

— *Ashraf Hussain*

Founder, **The Founder Academy**

Module 1 – Goals & Mindset

The Mental Architecture of High-Performance Business Development

Founder Academy — Performance Series

Quote

“You don’t achieve the level of your goals. You achieve the level of the standards you enforce on yourself.”

— Founder Academy Principle

Why This Matters

If you want to perform in the top 1% of Business Development professionals, your mindset is the foundation. Before tactics, tools, or targets, you must build the *internal architecture* of a high performer.

Most BD professionals don’t fail because they lack skill.

They fail because they lack **clarity, structure, and mental resilience**.

When I first stepped into BD, I faced a seven-figure target.

No training. No frameworks. Zero guidance.

On paper, it didn’t look achievable.

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But everything changed the moment I reframed the target into a **system**, not a wish:

- A £1,000,000 target is overwhelming.
- A £250,000 quarterly goal is manageable.
- An £80,000 monthly goal is actionable.
- A £20,000 weekly goal is measurable.
- Daily micro-goals are *non-negotiable*.

The Founder Academy philosophy is simple:

Ambition sets the destination. Systems deliver you there.

This module sets the mental standard you will carry through every stage of the sales cycle.

Framework: The Founder Academy Goal System

1. Establish Your North Star (Long-Term Target)

Your North Star is your annual revenue or pipeline target.

Set it clearly. Write it down. Own it.

Examples:

- £1,000,000 new business pipeline
- 50 SQLs per quarter
- £400,000 closed revenue

Your North Star should feel ambitious but not a fantasy.

It should stretch you, not break you.

2. Reverse Engineer the Target (Break Into Components)

Founder Academy teaches **reverse-engineering**:

Start with the end result and work backwards.

Example for £1m target:

Stage	Breakdown
Annual	£1,000,000
Quarterly	£250,000
Monthly	£80,000–£90,000
Weekly	£20,000
Daily	5–10 high-quality BD actions that move revenue forward

You cannot hit massive goals without breaking them into **micro-execution**.

3. Set Daily Non-Negotiables (Execution Rules)

Your daily actions become your identity.

Your identity becomes your results.

Examples:

- 5 high-value calls before 10 am
- 20 targeted LinkedIn touches
- Review yesterday's KPIs before starting today
- Pipeline update by 5 pm
- 30 minutes of industry learning

This is where discipline becomes a competitive advantage.

4. Build a Performance Environment

Your environment must support your goals, not sabotage them.

Founder Academy environment principles:

- Remove distractions (notifications, noise, clutter).
- Protect performance windows (deep work blocks).
- Surround yourself with ambition (mentors, content, community).
- Track everything (visually, daily).

Your environment either accelerates or destroys momentum.

5. Install a Resilient Mindset

Rejection is the currency of BD.

If you can't handle "no," you can't earn "yes."

Founder Academy mindset rules:

- Treat rejection as data → "What can I refine?"
- Build emotional detachment → "I control the inputs, not outcomes."
- Focus on consistency over intensity → daily repetition > bursts of motivation
- Replace self-doubt with systems → when in doubt, work the process

This is the mindset that separates inconsistent reps from reliable closers.

Scripts & Examples

Daily Affirmation (Founder Academy Standard)

“I am a disciplined Business Development professional.

I execute my system daily.

I will build a 7-figure pipeline through consistent action.”

Goal Breakdown Example

“My goal is £1m.

My execution plan: 4 deals per quarter at £20–30k.

My daily commitment: 5 high-value touches before 10 am.”

Identity Script

“I’m not someone who chases targets, I’m someone who hits them because I follow a proven system.”

Mistakes to Avoid

- **Setting vague goals** (“I want to close more revenue”).
- **Relying on motivation** instead of discipline.
- **Working without structure** - no tracker, no dashboard.
- **Confusing activity with progress** (“busy work” isn’t BD).
- **Quitting mentally after rejection** - elite performers don’t.

Your mindset must be engineered with intention.

Pro Tips (Founder Academy Advanced Layer)

- Put your annual target as your **phone wallpaper**.
- Share your quarterly goal with someone who will hold you accountable.
- Use a **visual progress bar** to gamify the target.
- Review goals twice daily. once in the morning, once before finishing work.
- Anchor your mindset to a physical routine (gym, morning walk, journaling).

These habits create the internal consistency required for long-term performance.

Checklist

- Written annual revenue/pipeline target
- Quarterly → monthly → weekly breakdown
- Daily non-negotiables defined
- KPI dashboard or tracker built
- Environment optimised for performance
- Rejection reframing habit installed

Case Story – The £1.2M Turnaround

When I inherited my first BD territory, the target was **£1.2M**. On day one, I felt the pressure. But I didn't panic, I systemised.

I broke it into quarterly and weekly targets.
I created non-negotiable daily actions.
I treated every day like a step toward the goal.

By Q4, not only had I hit the target, I exceeded it by **£200,000**.

Not because I was the most talented.
Not because I had the warmest accounts.

But because I was the most **consistent**.

That's the Founder Academy standard.
And that's the standard this playbook will help you build.

Module 2 – KPIs, Targets & Accountability

The Operational Backbone of a High-Performing Business Development Career

Founder Academy - Performance Series

Quote

“What gets measured becomes manageable. What gets reviewed becomes predictable. What gets mastered becomes unstoppable.”

— Founder Academy Principle

Why This Matters

Most Business Development professionals don't miss target because of low effort.

They miss target because they operate **without visibility**.

They're moving, but not measuring.

They're working, but not analysing.

They're active, but not accountable.

At Founder Academy, we teach a simple truth:

If you can't measure your actions, you can't scale your results.

When I first became a BD, I thought making 80 calls a day meant I was performing.

But activity without analysis is chaos.

Only when I built a KPI dashboard did I realise:

- LinkedIn DMs = higher connect rate
- Morning calls = highest pick-up rate
- Calls to a specific persona closed 3× faster
- Industry learning improved my quality of conversations
- The more I tracked, the more I earned

Tracking isn't micromanagement.

Tracking is **self-management**.

It is how elite performers stay honest, consistent, and strategic.

This module gives you the operational framework to run as a BD like a business. your business.

Framework: The Founder Academy KPI System

1. Identify Your Core Revenue Drivers (The KPI Pillars)

Every BD professional should know the metrics that control their income.

Founder Academy KPI Pillars:

Activity Metrics (Inputs)

- Calls per day: **40–60 targeted calls**
- LinkedIn DMs: **20–30 meaningful touches**
- Emails: **10–20 personalised messages**

Performance Metrics (Outputs)

- Meetings booked: **3–5 per week**
- Show rate: **70%+**
- SQL conversion rate: **20–30%**
- Pipeline coverage: **3–4× quarterly target**

When you track the right metrics, your pipeline becomes predictable instead of emotional.

2. Build Your KPI Dashboard (Your Command Centre)

Whether you use Excel, Notion, Salesforce, or HubSpot, you need a **singular dashboard**.

Founder Academy Dashboard Components:

- Daily activity log
- Weekly execution summary
- Monthly conversion analysis
- Pipeline breakdown (MEDDIC integration)
- Revenue projection chart
- “At-Risk” deal warnings
- Weekly highlight + lowlight box

Your dashboard is your **performance mirror**; it shows you the truth.

3. Install a Weekly Review Ritual (The Accountability Loop)

Accountable professionals outperform talented ones.

Every Friday, block 30 minutes and answer these questions:

Founder Academy Weekly Review:

1. What were my KPIs this week?
2. Which channel performed best (calls, email, LinkedIn)?
3. What meeting types converted into SQLs?
4. What slowed me down?
5. What is my single biggest focus next week?

No emotion, no excuses, just data, pattern recognition, and adaptation.

4. Link KPIs Directly to Targets (Reverse Engineering Revenue)

Your KPIs must match your income ambition.

Example:

Quarterly revenue target = £250,000

Average deal size = £25,000

You need **10 deals** → typically **30 SQLs** → typically **150 quality conversations**

That becomes your operational blueprint.

When you reverse-engineer correctly, confusion disappears.

Execution becomes obvious.

5. Track MEDDIC Signals as KPIs (Elite Layer)

Most BD professionals track activity.

Top-performers track *qualification strength*.

Founder Academy MEDDIC KPI Add-Ons:

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- Metric identified (Y/N)
- Economic Buyer identified (Y/N)
- Pain validated (Y/N)
- Champion created (Y/N)

A pipeline without MEDDIC is not a pipeline; it's wishful thinking.

Scripts & Examples

Weekly KPI Update Example (Send to Manager or Use Personally)

"This week: 230 calls, 95 LinkedIn DMs, 5 meetings booked, 3 SQLs created. LinkedIn continues to outperform email by 2.3x. I'm focusing next week on senior strategic titles, the highest conversion group."

Daily KPI Self-Check

"If I repeat today's activity for 30 days, will I hit quota? Yes or no — no justification."

Pipeline Accountability Script

"Is this opportunity real, or am I emotionally attached to it? What MEDDIC evidence do I have?"

Mistakes to Avoid

- **Tracking activity only once a week** → too late to fix.
 - **Chasing vanity metrics** → high volume, low-value conversations.
 - **Not reviewing conversion rates** → you repeat what doesn't work.
 - **Tracking everything but improving nothing** → analysis without execution.
- Pretending deals are real without MEDDIC proof.**

KPI tracking is not administrative - it is strategic.

Pro Tips (Founder Academy Advanced Layer)

- Colour-code your dashboard (green = on track, amber = at risk, red = off track).
- Save your top 3 performing messages every week to build a “winning messages library.”
- Protect a **10 am performance review window** each day (reflect + realign).
- Celebrate KPI milestones - momentum compounds.
- Treat your KPI dashboard like a bank statement:
Your KPIs predict your income.

Checklist

- Daily KPI tracking system in place
- Weekly review meeting with self or manager
- Clear KPI → revenue linkage
- MEDDIC KPIs integrated
- Dashboard is reviewed every Friday
- Activity adjusted based on performance patterns

Case Story — The 6-Week Pipeline Turnaround

In one BD role, I was calling aggressively 70+ calls a day, but my revenue wasn't moving.
It felt like pushing a boulder uphill.

Once I built a KPI dashboard, everything changed:

- I realised **LinkedIn DMs had a 300% higher reply rate**
- Morning calls converted at **2× the rate** of afternoon calls
- One customer segment closed **3× faster** than others

I restructured my week around these insights.

Within **6 weeks**, my pipeline doubled.
Within **12 weeks**, I hit the target early.

Not because I worked more,
but because I worked **with clarity**.

This is the power of KPI accountability.
This is the Founder Academy way.

Module 3 – Prospecting, ICP & Industry Knowledge

Building a Precision Engine for High-Value Pipeline Generation

Founder Academy - Performance Series

Quote

“Prospecting is not a task. It is a discipline. The pipeline you build today determines your income six months from now.”

— Founder Academy Principle

Why This Matters

If Module 1 builds your mindset, and Module 2 builds your operational foundation.

Module 3 builds the **engine** of your revenue: **Prospecting**.

The single biggest reason BD professionals fail is simple:

They spend too much time contacting the wrong people.

They chase titles instead of buyers.

They send generic outreach instead of solving real pain.

They treat LinkedIn like a numbers game rather than a relationship-building tool.

They don't understand their ICP deeply enough to be relevant.

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When I first entered Business Development, I fell into this trap too.

I messaged anyone who looked important. I called every company in the industry.

My volume was high

But my results were low.

Everything changed when I understood a foundational truth:

A pipeline is not a result of effort. A pipeline is a result of accuracy.

This module gives you the Founder Academy precision formula for building a pipeline of *qualified*, *valuable*, and *closeable* opportunities.

Framework: The Founder Academy Precision Prospecting System

1. Define Your ICP with Surgical Precision

Your **Ideal Customer Profile (ICP)** serves as the foundation for all outreach efforts.

It answers one question:

Who is MOST likely to buy, MOST likely to benefit, and MOST likely to close?

Your ICP must include:

Company Attributes

- Industry
- Size/revenue
- Geography
- Growth stage
- Hiring signals
- Recent press/expansion

Persona Attributes

- Job title
- Department
- KPIs
- Responsibilities
- Pain points
- Buying authority

Buying Triggers

- Recent funding
- New leadership hires
- M&A activity
- Regulatory pressures
- Technology shift
- Product launches

When you understand your ICP better than they understand themselves, your messaging becomes impossible to ignore.

2. Build Tiered Prospect Lists (Founder Academy Targeting Model)

To avoid random outreach, use a **3-tier system**:

Tier 1 - High-Value Accounts

- High revenue potential
- High strategic relevance
- High likelihood of multi-year partnerships

These accounts get personalised outreach, video messages, and research-led insights.

Tier 2 - Mid-Market Accounts

- Mid-level revenue
- Consistent opportunities

These get semi-personalised outreach and structured sequences.

Tier 3 - Volume Accounts

- Lower value
- Quick qualification

These get automated sequences + rapid calling.

This structure ensures you invest energy where ROI is highest.

3. Build Your Daily Prospecting Rhythm (The BD Operating Day)

Founder Academy Prospecting Rhythm:

Morning (Prime Time for Calls)

- 20–30 targeted calls (highest connect rate)
- Quick follow-ups
- Research top ICP prospects

Midday (Precision Outreach)

- LinkedIn DM sequences
- Comment on prospect posts
- Engage with influencers in your industry

Afternoon (Pipeline Expansion)

- Build new prospect lists
- Add new ICP accounts
- Send value-driven emails

End of Day (Review & Prep)

- Update CRM
- Review what worked
- Prepare tomorrow's list

Prospecting is not an event - it is a ritual.

4. Use Multi-Channel Outreach (Founder Academy Contact Strategy)

Relying on one channel is amateur.

Elite BDs use **all channels intelligently**:

Phone

Fastest route to qualification.

LinkedIn

Best route for trust and relationship building.

Email

Best for delivering resources and value.

Voice Notes / Video Messages

High-impact differentiators that cut through noise.

Industry Events & Webinars

Warmest conversation starters.

Outreach must feel coordinated, personal, and value-driven.

5. Lead with Value – Not a Pitch

Bad outreach:

“Can we set up a call?”

“Are you the person who handles X?”

Founder Academy outreach:

- Solve a problem.
- Deliver insight.
- Share something relevant.

Examples:

- A stat from their industry
- A trend affecting their role
- A case study relevant to their pain
- A perspective they haven't heard before

Relevance converts.

Generic outreach dies in the inbox.

Scripts & Examples

LinkedIn Connection Request (Tier 1)

“Hi [Name], I've been following the hiring growth in your [team/department]. I have an insight into how companies in your space reduce onboarding time for new reps. Thought it was worth connecting.”

Value Message (After They Connect)

“Thanks for connecting, [Name]. Here's a quick trend we're seeing with companies in [industry]:

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Many are losing 12–18% revenue due to [pain point].

If helpful, I can share a 2-minute breakdown of how the top performers are fixing it.”

Cold Email (Short, Insight-Driven)

Subject: Quick insight for [their company]

“Hi [Name],

I noticed [trigger event]. Companies in your space are seeing [impact].

We recently helped a similar org reduce [problem] by [result].

Would you be open to a quick comparison?”

Qualification Call Opener

“Before I tell you anything about what we do, let me understand what you’re solving for this quarter.”

Elite BD = elite accuracy.

Mistakes to Avoid

- Contacting everyone, hoping someone will reply
- Writing outreach that sounds like everyone else
- Not researching your ICP
- Sending long paragraphs instead of short insights
- Tracking volume but ignoring quality
- Talking about features instead of outcomes

Your pipeline reflects your discipline - not your intention.

Pro Tips (Founder Academy Expert Layer)

- Use **job change alerts** - these are the hottest opportunities in BD.
- Save top performer posts on LinkedIn - use them for insight-based messages.
- Create a “**prospect intelligence file**” - record insights by industry.
- Don't pitch - **diagnose**.
- The goal of prospecting is not to sell.
The goal is to **start a conversation worth having**.

Checklist

- ICP defined with company + persona + trigger criteria
- Tiered account lists built (T1, T2, T3)
- Daily prospecting rhythm established
- Multi-channel outreach strategy deployed
- All outreach value-led, not pitch-led
- CRM updated daily with ICP-based notes

Case Story – The 45-Day Pipeline Explosion

A few years into my career, I was stuck.
My activity was sky-high, but my results were mediocre.
I was chasing noise, not opportunity.

I rebuilt everything from scratch:

- Defined a tighter ICP
- Tiered my accounts
- Used multi-channel outreach
- Increased relevance, decreased volume

In **45 days**, my pipeline grew more than it had in the previous 4 months.
In **90 days**, I tripled my SQL count.

Nothing changed except one thing:
I stopped trying to talk to *everyone* and focused only on the *right ones*.

This is the Founder Academy Prospecting System
precision over volume.
Quality over chaos.
Relevance over noise.

Module 4 – Sales Techniques & MEDDIC Qualification

The Professional Seller's Framework for Predictable, High-Quality Revenue

Founder Academy — Performance Series

Quote

“Amateurs pitch. Professionals diagnose. Elite performers qualify.”

— Founder Academy Principle

Why This Matters

Most Business Development professionals lose deals not because of price, timing, or competition
but because they **never truly qualified the opportunity**.

They chased conversations, not commitments.

They collected stakeholders, not champions.

They allowed prospects to control the sales cycle.

When I first transitioned from SDR to BD, I made the classic mistake:

I assumed interest meant intent.

It doesn't.

Not even close.

Everything changed when I learned a single truth:

Qualification is the most important skill in Business Development. If you can qualify properly, you can predict revenue. If you cannot qualify, you leave your pipeline to chance.

That's why Founder Academy teaches **MEDDIC** as the core qualification system.

It brings structure, clarity, and control to every conversation from first call to close.

Framework: The Founder Academy MEDDIC Selling System

MEDDIC stands for:

- **M**etrics
- **E**conomic Buyer
- **D**ecision Criteria
- **D**ecision Process
- **I**dentify Pain
- **C**hampion

It is NOT just a checklist.

It is the **operating system** of elite BD performers.

Below is the Founder Academy version of MEDDIC — simplified, actionable, and designed for real-world execution.

1. Metrics – The Language of Value

Metrics answer:

“What measurable result does the prospect care about?”

Examples:

- Reduce churn by 10%
- Increase deal velocity from 6 months → 3 months
- Improve SDR ramp time by 30%
- Generate 2:1 ROI in year one

If you don't know the metric, you cannot sell value
and if you cannot sell value, you are selling on **price**.

Questions to Ask:

- “What number matters most to you this quarter?”
- “How will you measure success for this project?”
- “What outcome would make this investment a win internally?”

Founder Academy Rule:

If there is no metric, there is no deal.

2. Economic Buyer – The Person Who Signs

The Economic Buyer is the individual with budget authority.

Not influence.

Not input.

Authority.

Most BD reps stop conversations too early and never reach this person.

That's why deals stall.

Questions to Ask:

- “Who signs off on budget for solutions like this?”
- “Besides yourself, who else needs to feel confident about this decision?”
- “If we build a strong business case, would you be open to introducing me to the EB?”

Founder Academy Rule:

If you haven't spoken to the EB (economic buyer), you haven't qualified the opportunity.

3. Decision Criteria – How They Compare Solutions

Prospects rarely buy randomly.

They follow a criteria sometimes written, sometimes internal.

Examples:

- Ease of integration
- Commercial terms
- Time to value
- Scalability
- Vendor reputation
- Compliance requirements

Questions to Ask:

- “What matters most when choosing a solution?”
- “How will you evaluate us against alternatives?”
- “What criteria has been used previously for similar decisions?”

Founder Academy Rule:

If you don't know the decision criteria, you don't know how to win.

4. Decision Process – The Steps and Timeline

This determines the **path to closed-won**, including approvals, procurement, legal, and board review.

Questions to Ask:

- “Walk me through how decisions like this usually get approved.”
- “What steps need to happen before this becomes official?”
- “What timeline are you working toward?”

Founder Academy Rule:

If you don't control the process, the process controls you.

5. Identify Pain – The Emotional & Operational Drivers

Pain is why buyers take meetings.

Pain is why budgets get approved.

Pain is why deals close.

Pain is the **core of MEDDIC**.

There are two types of pain:

Operational Pain:

- Inefficiency
- Missed revenue
- Slow workflows
- Lack of visibility

Emotional Pain:

- Stress
- Fear of missing targets
- Pressure from leadership
- Frustration with old tools

Questions to Ask:

- “If nothing changes, what does that cost the business?”
- “How is this problem affecting your team?”
- “What happens if this isn’t solved this quarter?”

Founder Academy Rule:

If there is no pain, there is no urgency and no deal.

6. Champion – Your Internal Advocate

Champions are the oxygen of enterprise sales.

They sell internally when you’re not in the room.

They influence stakeholders.

They want your solution to win because it solves their pain.

Signs You Have a Champion:

- They share internal information
- They introduce you to the EB
- They push the project forward
- They challenge internal blockers

Questions to Confirm:

- “Who else needs to be brought in for this to succeed?”
- “Would you feel comfortable supporting this internally?”
- “If I help you build the business case, could you present it?”

Founder Academy Rule:

No champion = no deal, regardless of interest level.

Scripts & Examples

Discovery Call Opener

“Before I explain anything about what we do, I want to understand what you’re trying to achieve this quarter.”

Metric Identification

“If we worked together, what result would make this worth the investment?”

Economic Buyer Introduction

“If we agree there’s a strong business case, would you be open to introducing me to the person who signs off on the budget?”

Champion Confirmation

“If I build a clear business case aligned to your priorities, would you feel comfortable championing this internally?”

These questions separate amateurs from professionals.

Mistakes to Avoid

- Pitching too early without understanding pain
- Over-relying on a user-level contact
- Allowing prospects to hide behind ambiguity
- Failing to ask tough questions
- Moving an opportunity forward without MEDDIC evidence
- Confusing “interest” with “intent”

Qualification is not aggressive - it is professionalism.

Pro Tips (Founder Academy Elite Layer)

- End every call by updating your MEDDIC fields
- Build your own MEDDIC scorecard (0–2 points per letter)
- Disqualify faster - not everything deserves pipeline space
- Use MEDDIC to forecast revenue *accurately*, not optimistically
- Teach your champion how to sell internally

MEDDIC transforms you from a “hopeful seller” into a **predictable operator**.

Checklist

- Metrics identified
- Economic Buyer mapped & contacted
- Decision criteria documented
- Decision process mapped
- Pain quantified (emotional + operational)
- Champion identified & validated
- MEDDIC scorecard updated every call

Case Story – The Deal That Changed Everything

When I first adopted MEDDIC, I was working on a large opportunity, one that I thought was certain close.

Great conversations.

Strong interest.

Seemed like a perfect match.

But there was one issue:

I had no access to the Economic Buyer.

I was speaking only with managers.

They loved the product.

They wanted to move forward.

But they couldn't sign.

Using MEDDIC, I realised the deal was not real until I spoke with the EB.

I pushed diplomatically for the introduction.

When I finally met the EB, everything changed.

Their priorities were different.

Their KPIs were different.

Their pain was different.

But because we finally aligned with the **true decision-maker**, we built a business case that matched their world and closed a **£60,000** deal.

Not because I pitched well, but because I **qualified properly**.

This is the power of MEDDIC.

This is the power of professional selling.

This is the Founder Academy standard.

Module 5 – Buyer Psychology & Buying Triggers

Understanding How Buyers Think, Decide & Take Action

Founder Academy — Performance Series

Quote

“People don’t buy when they understand you.

People buy when they feel understood.”

— Founder Academy Principle

Why This Matters

Business Development is not just logic, frameworks, or techniques.

It is **human behaviour**.

Deals are won or lost based on:

- Emotion
- Risk perception
- Urgency
- Internal pressure
- Political dynamics
- Identity and status
- Fear of failure

When I first entered BD, I believed buyers made rational decisions.

They don’t.

Even in B2B, decisions are deeply emotional.

Buyers ask:

“Will this make me look good?”

“Is this safe?”

“Does this solve my problem?”

“Can I defend this internally?”

“Will my team support this?”

Top BD performers know how to read these signals and speak to what truly drives decisions.

Founder Academy teaches a simple truth:

You are not selling a product, you are selling the resolution of pain, the reduction of risk, and the fulfilment of a desire.

This module gives you the psychological leverage required to influence, persuade, and guide buyers confidently.

Framework: The Founder Academy Buyer Psychology Model

1. Understand the Two Types of Buyer Pain – Operational & Emotional

Operational Pain (business-focused)

- Inefficiency
- Slow processes
- Lost revenue
- High churn
- Lack of visibility
- Manual work
- Missed targets

Emotional Pain (human-focused)

- Stress
- Fear of missing deadlines
- Pressure from leadership
- Reputation risk
- Feeling overwhelmed
- Anxiety about adopting new solutions

Operational pain gets the meeting.

Emotional pain closes the deal.

Founder Academy teaches BD professionals to identify both.

2. Identify Buying Triggers

A buying trigger is something that creates urgency.

Examples:

- New leadership hires
- Funding announcements
- A public failure
- Changing market conditions
- Competitors adopting new tech
- Hiring surges
- Team restructuring
- Negative customer feedback
- Internal initiative to cut costs or scale revenue

If you contact a buyer at the right trigger moment, your chances of conversion can **double or triple**.

Trigger Questions:

- “What has changed in the last 90 days?”
- “Why now?”
- “What happens if this isn’t resolved soon?”

3. Understand the Buyer’s Internal World

BD is about mapping the buyer’s psychology:

Their Fears

- Making the wrong decision
- Being blamed if the solution fails
- Wasting budget
- Losing internal credibility

Their Desires

- Recognition
- Efficiency
- Impact
- Growth
- Stability
- Promotion

Their Constraints

- Budget
- Time
- Team resistance
- Technical limitations

If you know how they think, you can guide them.

4. Buying Signals – What Buyers Say Without Saying It

Here are the most common buyer signals:

Positive Signals

- Asking deeper, operational questions
- Introducing more stakeholders
- Requesting pricing early
- Asking about timelines
- Sharing internal challenges

Negative Signals

- Ghosting or delayed replies
- Avoiding decision makers
- Vague answers
- Hesitation around the budget
- Sudden shift to “just send me an email”

The average BD ignores these signals.

Founder Academy BDs act on them immediately.

5. Sell Using the Emotional Logic Framework

People buy logically but decide emotionally.

Founder Academy's Emotional Logic Framework:

1. **Connect Emotionally**

Understand personal stakes

2. **Diagnose Operational Pain**

Quantify the real business impact

3. **Present Future State**

Show how their world improves

4. **Minimise Perceived Risk**

Reduce fear

5. **Reinforce Logical ROI**

Tie back to measurable value

This is how you create irresistible business cases.

Scripts & Examples

Pain Exploration Script

“What’s the impact of this issue on your team day-to-day?”

“And what does that mean for you personally?”

(This moves from operational → emotional pain.)

Trigger-Based Outreach

“I saw you’ve just hired 8 new SDRs. Teams usually look for ways to cut ramp time by 20–40%.

Are you exploring anything in that direction?”

Risk Reduction Script

“My goal isn’t to convince you quickly — it’s to make sure this decision is safe, strategic, and defensible for you internally.”

Future State Visioning

“Imagine this quarter ends, and this bottleneck is gone. What does that free you up to focus on?”

Elite BD is coaching, not pitching.

Mistakes to Avoid

- Selling features instead of outcomes
- Ignoring emotional drivers
- Failing to identify urgency or trigger moments
- Overloading prospects with information
- Trying to convince instead of diagnosing
- Assuming buyers are logical

If you sell logically, you will lose to those who sell emotionally *and then* justify logically.

Pro Tips (Founder Academy Elite Layer)

- Use **mirroring & labelling** to show deep understanding
- When exploring pain, pause after asking — silence creates honesty
- Use storytelling to illustrate impact (“One of our clients had the same issue...”)
- Document emotional drivers in CRM (e.g., “Director under pressure to deliver Q4 results”)
- Remember:
People buy stability, certainty, and confidence — not software.

Checklist

- Emotional + operational pain identified
- Buying triggers recorded
- Stakeholder motivations understood
- Positive & negative buying signals tracked
- Emotional Logic Framework used in conversation
- Personal stakes of the buyer are documented

Case Story — The Emotion That Closed a £50,000 Deal

I was once working on a deal that had stalled for weeks.

Logical arguments weren't moving the buyer.

ROI wasn't enough.

Case studies weren't enough.

On a call, I asked a single question:

“What happens to your team if this problem continues into next quarter?”

The buyer paused.

Then they said:

REVENUE GROWTH

“Honestly, it’ll fall on me. My team’s exhausted. Leadership expects results. We can’t afford another quarter like this.”

That was the moment the deal shifted
because we moved from logic to personal impact.

We reframed the solution not as software,
but as **support, certainty, and relief**.

We closed that deal within 10 days.

When you understand psychology,
You don’t push buyers.
You guide them.

This is the Founder Academy difference.
This is how elite BD professionals sell.

Module 6 – Objection Handling

Transforming Resistance Into Progress Through Professional Conversation
Control

Founder Academy — Performance Series

Quote

“Objections are not rejections. They are requests for clarity.”

— Founder Academy Principle

Why This Matters

Most Business Development professionals fear objections.

Elite BD professionals **invite** them.

Why? Because objections reveal:

- Concerns
- Priorities
- Risk perception
- Internal politics
- Decision-making power
- Level of urgency
- Readiness

An objection is not the end of a conversation.

It is the **beginning of the real one**.

When I started in BD, objections used to trigger anxiety.

“No,” “Not interested,” “We have a competitor,” “No budget.”

I assumed it meant the deal was over.

But over time, I learned a core truth:

Objections are simply signs that the buyer is processing the decision. They only come up when interest already exists.

This module will teach you the Founder Academy method for **controlling**, **reframing**, and **using objections to advance the sale**.

Framework: The Founder Academy Objection Handling System

We use a 4-step methodology:

1. Pause

Don't react.

Don't jump in.

Don't defend.

Your calmness demonstrates confidence.

2. Acknowledge

Show understanding without agreeing with incorrect logic.

3. Explore

Ask questions to uncover the *real* reason behind the objection.

4. Resolve

Provide clarity, perspective, or evidence that moves them forward.

This system builds trust and control simultaneously.

1. The Most Common Objection Categories

A. No

- “Not interested.”
- “We’re fine.”
- “We don’t need this.”

This is not a rejection, it’s a reflex.

Buyers often say “no” because they don’t yet understand the value.

B. Competitor

- “We already use X.”
- “We’ve worked with them for years.”
- “We’re happy with our current provider.”

Your job isn’t to attack competitors

It’s to differentiate through insight.

C. Budget

- “We don’t have the budget.”
- “This isn’t a priority right now.”

Budget objections are often **priority** objections in disguise.

D. Timing

- “Maybe next quarter.”
- “We’re too busy right now.”

Timing objections mean the buyer sees the value,
but hasn’t connected it to the current urgency.

E. Authority

- “I’m not the right person.”
- “I need to speak with my manager.”

Authority objections are an opportunity to map the decision process.

Elite BD professionals understand objection *type* before responding.

2. Techniques to Handle Any Objection

Founder Academy teaches four elite techniques:

Technique 1: Feel - Felt - Found (Empathy Reframe)

Classic but powerful when done authentically.

“I understand how you feel.

Others felt the same at first.

Here’s what they found...”

Example:

“I understand budget is tight.

Other clients felt the same initially.

They found that once they saw the ROI, the investment became an easy decision.”

Technique 2: The Insight Flip (Move From Objection → Awareness)

Shift from resistance to reflection.

REVENUE GROWTH

Example:

“That actually makes sense.

Many teams that say they’re ‘too busy’ later realise the workload is *because* the current system is blocking them.

Can I share what we’ve seen across the industry?”

Technique 3: The Clarification Question (Expose the True Objection)

Most objections are misdirection.

Ask a question that clarifies:

“Can I ask, what specifically makes you feel this isn’t the right time?”

or

“When you say ‘budget,’ is it cost or perceived value that’s the concern?”

Technique 4: The Reframe to Value (Shift from Price → ROI)

Redirect the conversation from cost to outcome.

Example:

“Totally understand.

May I share how teams typically break even within 60–90 days?”

Objection → Insight → Forward motion.

Scripts & Examples

“Not Interested”

“No problem at all - just so I understand, is that because you feel everything is working perfectly today, or because the timing isn’t right?”

(This exposes pain points they initially hid.)

“Send Me Information”

“Happy to - what specifically would you like to learn more about?”

(If they can’t answer, they’re brushing you off. If they answer clearly, they’re engaged.)

Competitor Objection

“Great to hear you’re already investing in solving this.

Out of curiosity - what’s working well, and where do you still see gaps?”

(This is how you uncover opportunity.)

Budget Objection

“I completely understand budgets are tight.

Many of our customers felt the same - until they calculated the cost of not solving the issue.”

(This creates a value shift.)

Timing Objection

“I hear you.

Just to clarify - is timing about workload, budget cycle, or something else?”

(You find the real constraint.)

Mistakes to Avoid

- Responding too quickly
- Becoming defensive
- Over-explaining
- Arguing instead of exploring
- Treating objections as rejections
- Giving discounts too early
- Ignoring emotional signals

Founder Academy emphasises **calm confidence**, not aggression.

Pro Tips (Founder Academy Elite Layer)

- Track objections weekly - patterns reveal your weaknesses
- Build objection-handling scripts for your top 5 recurring objections
- Use stories to neutralise objections (“One of our clients had the same concern...”)
- Leverage social proof and results instead of promises
- Keep your voice calm - tone resolves objections more than words
- Remember:
The goal is not to remove the objection - it is to remove uncertainty.

Checklist

- You pause before responding
- You acknowledge the objection without defending
- You explore deeply (clarification questions)
- You reframe the objection into value
- You use the right technique for each objection type
- You update your objection-handling playbook weekly

Case Story – “We Have No Budget” Became £70,000 Closed-Won

Early in my BD career, a prospect told me:

“We simply don’t have the budget this year.”

A younger version of me would have ended the call.
But instead, I asked:

“Out of curiosity, is budget the only barrier, or is there something else making this feel like the wrong time?”

They paused.
Then said:

“Honestly... the team is overwhelmed. If this doesn’t make their life easier immediately, I can’t justify it.”

That was the *real* objection, not the budget.

So I rebuilt the case around:

- Immediate relief
- Reduced workload
- Quick wins
- Low-risk implementation

Within two calls, the budget appeared.
I closed a £70k deal.

Not because I sold harder

but because I **listened deeper**.

That's what objection handling is.

Not confrontation BUT clarity.

This is the Founder Academy standard.

Module 7 – Negotiation: Give & Take

The Art of Closing Deals Without Giving Away Your Value

Founder Academy — Performance Series

Quote

“Negotiation is not about lowering your price.

It's about raising your value.”

— Founder Academy Principle

Why This Matters

Negotiation is where most Business Development professionals unintentionally destroy margin, weaken positioning, and lose leverage.

They fold under pressure.

They react emotionally.

They negotiate too early.

They give discounts without a strategy.

They mistake friendliness for fairness.

At Founder Academy, we teach a simple truth:

You do not negotiate from weakness. You negotiate from clarity, qualification, and value.

By the time you enter negotiation:

- MEDDIC should be complete
- Pain should be validated
- Champion should be active
- ROI should be clear
- Decision process mapped
- Metrics quantified

Negotiation is not a rescue mission

It is the final step of a professionally executed sales cycle.

This module gives you the Founder Academy framework to negotiate with confidence, authority, and strategic control.

Framework: The Founder Academy Negotiation System

Negotiation is a **structured process**, not an emotional reaction.

Founder Academy breaks it into five stages:

Anchor in Value
Diagnose Their Ask
Trade, Don't Give
Control the Levers
Close with Clarity

Let's go deeper.

1. Anchor in Value (Never Lead with Price)

Weak BD reps lead with price.

Elite BD reps lead with **impact**.

REVENUE GROWTH

Your buyer should understand:

- The cost of inaction
- The metrics tied to ROI
- The pain you are solving
- The future state you're creating
- The risk you're removing

Price comes LAST

because once value is high, the price feels small.

Value Anchoring Script:

“Before we talk commercials, let's make sure the ROI is clear...

If we can reduce churn by even 5–7%, that alone pays for this multiple times over.”

2. Diagnose Their Ask (The Ask Behind the Ask)

When a prospect asks:

- “Can you come down on price?”
- “Can we get a discount?”
- “Can you match a competitor?”

They are not simply asking for cost reduction.

They are expressing **risk**, **uncertainty**, or **pressure**.

Your job is NOT to respond immediately.

Your job is to understand.

Diagnostic Questions:

- “What prompted that request?”
- “Which part of the investment feels misaligned?”
- “Is this about budget, value, or approval dynamics?”
- “If we kept the price the same, what would be the barrier?”

Diagnosis creates clarity

And clarity creates leverage.

3. Trade, Don't Give (The Golden Rule of Negotiation)

Founder Academy principle:

Never give something without getting something.

If they want:

- A discount
- Extended terms
- More licenses
- Additional support
- Longer contracts
- Faster timelines

You TRADE for:

- Case study
- Testimonial
- Multi-year contract
- Upfront payment
- Access to the decision maker
- Referral introductions
- Expanded seat count

Every concession becomes a transaction.

Trade Example:

“If we explore reducing the price, would you be open to discussing a 24-month term instead of 12?”

They get something.

You get something.

Everyone wins.

4. Control the Levers (Know What You Can Move)

Elite BD professionals know their negotiation levers before entering the conversation.

Founder Academy Deal Levers:

Flexible Levers:

- Contract length
- Payment terms
- Seat volume
- Add-on services
- Expansion roadmap

Semi-Flexible Levers:

- Discount caps
- Seasonal promotions
- Pilot programs

Non-Negotiables (Never Move):

- Core price integrity
- Product value
- Business model sacrifices
- Anything that sets a dangerous precedent

Before negotiating, YOU must know:

- What you can offer
- When you can offer it
- Under what circumstances

Negotiation becomes easy when you know your boundaries.

5. Close with Clarity (Never End on Ambiguity)

The final step is **clarifying commitment**.

You summarise:

- The agreed terms
- The give/take trades
- Next steps
- Timelines
- Responsibilities

Then confirm with confidence.

Closing Script:

“To recap, we agreed on the 24-month term, the onboarding support, and the quarterly check-ins.

I’ll send the updated contract now. Can we align on signing by Thursday?”

Negotiation ends when certainty begins.

Scripts & Examples

Discount Request

“I understand, many clients ask the same at this stage.

Just so I have context, is this about budget, internal approval, or aligning value?”

Competitor Price Match

“We may not be the cheapest, but we are the safest investment for achieving the metrics we discussed.

Would you like a comparison of how our clients achieve ROI faster?”

Trade, Don't Give

“If we consider a pricing adjustment, would expanding from 20 seats to 30 make sense?”

Closing Confidence

“It sounds like we've aligned on the solution and outcomes.

Let's finalise the commercial side and get you into implementation.”

Mistakes to Avoid

- Negotiating before the value is clear
- Answering price objections emotionally
- Offering discounts without conditions
- Apologising for the cost
- Allowing the buyer to control the process
- Confusing “friendly buyers” with champions
- Ending conversations without clear next steps

Founder Academy teaches **professional assertiveness**, not aggression.

Pro Tips (Founder Academy Elite Layer)

- Anchor high so your midpoint feels reasonable
- Silence is your strongest negotiation tool — use it
- Present discounts visually (to show their real value)
- Build a “trade menu” with pre-approved give/take items
- Be willing to walk away — walk-away power closes deals
- Remember:
Discounts destroy positioning. Structure creates partnership.

Checklist

- Value anchored before discussing price
- Buyer’s real objection diagnosed
- All concessions are tied to meaningful trades
- Levers are defined before negotiation
- Contract terms summarised clearly
- No discount given without a strategic benefit

Case Story – From 20% Discount Request to £30,000 Upsell

A prospect once told me:

“We love the product, but we need a 20% discount.”

REVENUE GROWTH

Instead of reacting, I paused.

Then asked:

“Is the discount about budget constraints, approval pressure, or value alignment?”

The real reason:

“My CFO wants to make sure we’re getting the best deal possible.”

So I reframed:

“We could explore a price adjustment, but only if we frame this as a strategic partnership. Would you be open to a 24-month term and an expanded rollout to include your new team?”

They agreed.

The result?

- No 20% discount
- Multi-year contract
- An additional 15 seats
- £30,000 increase in deal value

All because I traded - not gave.

This is a negotiation done professionally.

This is the Founder Academy way.

Module 8 – Pricing Strategy: Go High & Hold Value

Positioning Your Solution as a High-Impact Investment - Not a Cost

Founder Academy — Performance Series

Quote

“Price is only an issue in the absence of value.

Sell the value, and price becomes a detail.”

— Founder Academy Principle

Why This Matters

Pricing is where most Business Development professionals lose control.

They lower their price too early, too fast, or for the wrong reasons.

Common mistakes:

- Presenting price without framing value
- Discounting before the buyer asks
- Apologising for the cost
- Anchoring too low
- Assuming buyers care most about price
- Treating pricing as a negotiation instead of a strategy

Founder Academy teaches the opposite approach:

You must position your price as a reflection of your impact, not your cost.

If you understand:

REVENUE GROWTH

- Your value
- Your ROI
- Your differentiation
- Your market position

...then buyers won't push your price down.

They will **justify it internally**.

This module gives you the Founder Academy pricing framework that keeps value high, margins healthy, and conversations strategic.

Framework: The Founder Academy Pricing System

1. Anchor High – Always Present the Full Value First

Weak BDs anchor low to avoid conflict.

Elite BDs anchor high to assert value.

Humans evaluate price relative to the first number they hear.

This is called **price anchoring**.

If you present the premium package first, everything else feels reasonable.

Example:

“Most of our clients in your category begin with the £50,000 package - it includes everything needed to deliver ROI quickly.”

Even if they choose a lower tier, they see it as a *smart decision*, not a concession from you.

2. Sell ROI, Not Cost

A price is a cost.

An ROI is an investment.

Your job is to translate price into financial outcomes.

Example:

“If we reduce your churn by 5%, that alone generates £150,000 in retained revenue.

So the £40,000 investment actually returns 3.7× in year one.”

Buyers care far more about **the return** than the **price**.

3. Quantify the Cost of Inaction

Your solution is not expensive.

The problem is.

Founder Academy teaches the Cost of Inaction (“COI”) method:

- Cost of inefficiency
- Cost of errors
- Cost of poor visibility
- Cost of low conversion
- Cost of slow processes

Script:

“If nothing changes this quarter, what does that cost the team in hours, revenue, or lost opportunities?”

COI reframes the conversation:

Not buying becomes the *expensive* option.

4. Use Tiered Pricing to Showcase Value Gaps

Always present at least **three pricing options**:

1. **Premium** (high ROI, complete solution)
2. **Core** (balanced value + cost)
3. **Entry** (light version, limited impact)

This allows buyers to self-select based on value, not discount.

Example:

“Most of our clients choose the middle package because it balances impact and cost effectively.”

Tiering also highlights what buyers *lose* when choosing smaller options.

5. Never Discount Without Strategy

Discounting is NOT a pricing strategy.

It is a *controlled negotiation technique*.

Founder Academy rule:

Never discount unless you receive something of equal or greater value.

Examples of trades:

- Multi-year commitment
- Additional seats
- Case study agreement
- Referral introductions
- Upfront payment
- Pilot expansion

Discounts should always feel like strategic adjustments, not reactions.

6. Hold Your Nerve – Confidence is Part of the Price

Most BD reps lose deals because of their *tone*, not their pricing.

If you sound uncertain, rushed, apologetic, or nervous, buyers will sense weakness.

Founder Academy teaches **neutral confidence**:

- Calm tone
- Steady pacing
- Matter-of-fact delivery
- No over-explanation
- No nervous justification

Example:

“The total investment for the full solution is £48,000.

And based on your metrics, the expected ROI is within 2–3 months.”

You do not wait nervously.

You let the silence work for you.

Scripts & Examples

Presenting Pricing with Authority

“Based on everything we discussed - your metrics, expected outcomes, and urgency, the investment is £42,000 for the year.”

ROI Framing

“This is less about the £42,000 cost and more about the £300,000 in recovered revenue we can help you generate.”

Cost-of-Inaction

“If nothing changes, this problem continues costing £18,000 per quarter.
So waiting actually costs more than acting.”

Tier Presentation

“We have three options - premium at £55k, core at £42k, and essential at £28k.

Based on your priorities, the core package is the best fit.”

Mistakes to Avoid

- Anchoring too low
- Justifying price before presenting value
- Discounting out of discomfort
- Allowing buyers to negotiate without giving something back
- Talking too much after presenting the price
- Turning pricing into a debate

Your price is a reflection of your **impact** - protect it.

Pro Tips (Founder Academy Elite Layer)

- Deliver pricing visually - charts outperform paragraphs
- Use industry benchmarks to justify ROI
- Phrase investment annually, not monthly (feels more strategic)
- Practice silence - top closers speak less during pricing
- When unsure, return to value, not cost
- Remember:
You are not selling affordability. You are selling transformation.

Checklist

- Pricing anchored high
- ROI clearly articulated
- Cost of inaction quantified
- Tiered pricing presented
- No discount given without strategic trade
- Pricing delivered with confidence and silence

Case Story – The “Too Expensive” Deal That Closed at Full Price

I once presented a solution priced at £52,000.

The buyer immediately said:

“This is higher than we expected.”

REVENUE GROWTH

Instead of defending or discounting, I asked:

“Against what outcome are you measuring ‘too high’?”

They paused.

Then admitted:

“Our churn problem is costing us over £400,000 a year.”

That was the moment the deal shifted.

I reframed:

“So if we address even 5–7% of that churn, this pays for itself within the first quarter.”

Silence.

Then:

“Send the contract.”

No discount.

No price reduction.

No negotiation.

Because the value was clear, and the price was positioned correctly.

This is how elite BD professionals sell pricing.

This is the Founder Academy standard.

Module 9 — Self-Review: The 12-Week Year Method

Turning Reflection Into a Competitive Advantage

Founder Academy — Performance Series

Quote

“Execution creates movement. Review creates mastery.”

— Founder Academy Principle

Why This Matters

Most Business Development professionals operate reactively.

They work hard but rarely stop to analyse:

- What worked
- What didn't
- What needs adjustment
- Where are they losing time
- Where are the leaks in the pipeline

Their activity is constant but unfocused.

Their performance is visible but unmanaged.

Their results come from luck, not intention.

Founder Academy teaches the opposite:

Elite performance is built on continuous self-review. Action + Reflection = Growth.

The best BD professionals in the world do not wait for annual reviews.

They evaluate themselves:

- Yearly
- Quarterly
- Monthly
- Weekly
- Daily

They treat themselves the way elite athletes do with structure, data, honesty, and accountability.

The **12-Week Year** method is the backbone of this module.

It compresses your goals into 12-week execution cycles, allowing for *rapid growth, fast iteration, and measurable consistency*.

Framework: The Founder Academy Self-Review System

This system is built across five layers:

Annual Review	12-Week Cycles (Quarterly Review)	Monthly Review	Weekly Review	Daily Review
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Each level sharpens your focus and aligns your execution.

1. Annual Review — Set the North Star

At the highest level, you define:

- Revenue target
- Pipeline target
- Number of deals
- Average deal size
- Skill development goals
- Personal growth goals
- Branding goals

Founder Academy Annual Questions:

- “What results define a successful year for me?”
- “Which skills must I master to become elite?”
- “What habits will I eliminate or reinforce?”
- “What financial and career goals am I committing to?”

Your annual review sets the **destination**,

But the execution happens in smaller cycles.

2. 12-Week Review – The Performance Cycle

The **12-week year** breaks your annual goals into four intense, focused sprints.

Why 12 weeks?

- It is long enough to create meaningful progress
- It is short enough to maintain urgency
- It eliminates the false comfort of long deadlines

The 12-Week Cycle Includes:

- A clear 12-week revenue target
- Weekly execution KPIs
- One or two key behaviours to master
- One “big challenge” to overcome
- A scoreboard updated weekly

12-Week Review Questions:

- “Did I hit my 12-week targets?”
- “Which behaviours improved? Which slipped?”
- “What did I learn about myself?”
- “What frustrated me? What energised me?”
- “What will I do differently in the next 12 weeks?”

This is where growth accelerates.

3. Monthly Review – Adjust & Course Correct

Every month, evaluate your:

- Pipeline health
- Deal velocity
- MEDDIC qualification accuracy
- Activity consistency
- Conversion rates
- Personal brand progress
- Negotiation performance

Founder Academy Monthly Questions:

- “Which part of my process produced the most results?”
- “Which deals deserve more focus? Which should be dropped?”
- “Where am I wasting time?”
- “What is one thing I must improve next month?”

Monthly reviews create alignment.

They prevent drift.

They keep you sharp.

4. Weekly Review — The Accountability Loop

This is *the most important review in BD*.

Every Friday, you sit down with your KPIs and evaluate your execution with honesty.

Weekly Review Components:

- Calls completed
- LinkedIn messages sent
- Meetings booked
- Show rate
- SQLs created
- Deals progressed (MEDDIC score)
- Biggest win
- Biggest challenge
- Activity vs outcome analysis

Weekly Review Questions:

- “What did I do this week that moved me closer to the target?”
- “Where did I fall short?”
- “What patterns do I notice?”
- “What is next week’s single priority?”

Elite sellers don’t wait for their manager to tell them how they’re performing; they already know.

5. Daily Review – The Micro Reflection

This takes **5 minutes** at the end of each day.

Ask yourself:

- “What did I execute well today?”
- “What didn’t go well?”
- “What must I improve tomorrow?”
- “Did I follow my non-negotiables?”
- “What is the single action that will move a deal forward tomorrow?”

Daily reviews build discipline.

Discipline builds identity.

Identity builds results.

This is how you transform from a reactive BD into a **deliberate operator**.

Scripts & Examples

Daily Review Script

“Today I completed my core KPIs, progressed two deals, and booked one meeting.

Tomorrow I will:

- Run MEDDIC on the BigCo deal
- Follow up on two no-shows
- Send a value-driven message to three target accounts.”

Weekly Review Example

“This week, 60% of my meetings came from LinkedIn. My call connect rate dropped after 3 pm, so I’ll move calling blocks earlier. Pipeline coverage is at 2.1x, I need to prospect +40 new accounts next week.”

12-Week Reflection Script

“In this cycle, I improved my objection handling, increased my SQL conversion rate from 18% to 27%, and strengthened two champions. Next cycle, I will focus on negotiation and doubling my Tier 1 outreach.”

Mistakes to Avoid

- Reviewing only when things go wrong
- Using reviews to judge yourself instead of learn
- Ignoring patterns
- Focusing on activity rather than productivity
- Skipping weekly reviews because you’re “too busy”
- Treating self-review as optional

Self-review is not optional.

It is part of the job.

Pro Tips (Founder Academy Elite Layer)

- Keep a performance log — your future self will thank you
- Use red/yellow/green indicators to visualise progress
- Record your sales calls and review one per week
- Celebrate improvements, not perfection
- Share one learning per week with your team - teaching reinforces mastery
- Remember:
The fastest way to improve is to measure yourself against your potential, not your past.

Checklist

- Annual target documented
- 12-week cycle created
- Monthly review template filled
- Weekly KPI analysis completed
- Daily reflection habit installed
- Lessons carried into the next cycle

Case Story — The 12-Week Turnaround That Reshaped My Career

At one point in my BD career, I hit a slump.
My activity was high, but my results were flat.
I felt busy but not impactful.

So I implemented a strict 12-week cycle:

- KPIs defined
- Prospecting volume increased
- MEDDIC accuracy improved
- One skill focus: negotiation
- One personal habit: morning prep
- Weekly reviews without excuses

The result?

- Pipeline doubled
- Conversion rate improved by 9%
- Two enterprise deals closed
- My confidence transformed

Not because the market changed.
Not because prospects suddenly became easier.
But because *I reviewed myself into a new level of performance.*

Self-review is the mirror that reveals excellence.

This is how elite BD professionals grow
with structure, discipline, and honesty.

This is the Founder Academy standard.

Module 10 — Commission Plan: Know Your Numbers

The Financial Blueprint for Predictable, High-Earning Performance

Founder Academy — Performance Series

Quote

“You cannot scale what you do not measure, especially your income.”

— Founder Academy Principle

Why This Matters

Most Business Development professionals know their base salary.

Only a few understand their **commission system**,

And almost none know how to **reverse-engineer their target earnings**.

That is why so many BD reps:

- Miss their OTE
- Live month-to-month
- Cannot forecast earnings
- Underestimate the pipeline needed
- Chase deals with poor ROI
- Fail to maximise accelerators
- Never break into the top earnings brackets

Founder Academy teaches a simple, powerful truth:

If you want to earn like a high performer, you must think like a financial operator.

Knowing your commission plan gives you:

- Clarity
- Control
- Predictability
- Confidence
- Leverage

When you know your numbers, you stop guessing and start **engineering** your income.

This module gives you the financial blueprint every elite BD professional uses.

Framework: The Founder Academy Income Engineering System

This system has four key layers:

Understand Your Compensation Structure
Reverse-Engineer Your OTE
Calculate Pipeline Requirements
Track Earnings Monthly With a Commission Dashboard

1. Understand Your Compensation Structure

Before earning like a top performer, you must understand:

- Base salary
- Commission rate
- Accelerators
- Thresholds
- Quarterly bonus structure
- Product-specific commission
- Renewal/expansion commission
- Capped vs uncapped earning potential

Many BD reps still don't know:

- The exact percentage they earn per deal
- What activities trigger accelerator brackets
- How clawbacks work
- How multi-year deals pay out

This lack of clarity creates financial confusion and missed opportunities.

Founder Academy Principle:

Your commission plan is your business model - master it.

2. Reverse-Engineer Your OTE (On-Target Earnings)

OTE is not a wish.

It is a math equation.

Example:

OTE: **£80,000**

Base salary: **£40,000**

Commission: **£40,000**

Commission rate: **10%**

REVENUE GROWTH

To earn £40,000 in commission → you must close £400,000 in revenue.

Now break it down:

Annual Requirement:

£400,000 closed revenue

Quarterly:

£100,000

Monthly:

£33,000

Weekly:

£7,500

Suddenly, your target becomes **actionable**, not theoretical.

Founder Academy rule:

Your income becomes predictable when your pipeline becomes mathematical.

3. Pipeline Coverage: The 3–4× Rule

To hit target predictably, you need **3–4× your revenue goal in a qualified pipeline.**

Example:

Quarterly revenue target = £100,000

Pipeline required = £300,000–£400,000

Without 3–4× coverage, you're relying on luck.

With 3–4× coverage, you're operating with predictability.

Why 3–4× Pipeline Works:

- Deals slip
- Budgets move
- Timelines shift
- Champions change companies
- Procurement delays

Pipeline coverage protects your earnings.

4. Build a Monthly Commission Dashboard

Elite BD professionals track:

- Monthly closed revenue
- Quarter-to-date performance
- Projected earnings
- Accelerator thresholds
- Commission by product line
- Average deal size
- Win rate
- MEDDIC qualification accuracy

Commission Dashboard Components:

- **Revenue Required:** how much is left to hit OTE
- **Actual Commission Earned:** month-to-date
- **Projected Commission:** based on pipeline and close rates
- **Accelerator Tracker:** how close you are to higher commission tiers
- **Deal Quality Indicator:** MEDDIC score per deal

This is how you **forecast your income** instead of guessing.

Scripts & Examples

Manager Alignment Script

“To ensure I’m forecasting accurately - am I correct that hitting £120k this quarter activates the 1.3× accelerator?”

Self-Check Script

“If I continue at this pace, will I hit my quarterly revenue target? If not, what must increase?”

Pipeline Conversion Reflection

“Based on a 25% win rate, my £280k pipeline will likely produce £70k.
I need to add at least £60k more pipeline to stay on track.”

Financial Identity Script

“I am a high-earning BD operator. I manage my pipeline and income with precision.”

Mistakes to Avoid

- Not knowing your commission plan
- Misunderstanding accelerators
- Not tracking closed revenue vs target
- Acting surprised when pay slips are lower
- Chasing small deals instead of strategic ones
- Ignoring missed quarters instead of analysing them
- Assuming pipeline = revenue

Founder Academy teaches **financial discipline**, not financial luck.

Pro Tips (Founder Academy Elite Layer)

- Build a personal commission calculator in Excel
- Focus on high-quality deals - one big deal beats 10 small ones
- Celebrate crossing accelerator thresholds - momentum matters
- Compare your monthly earnings to your *ideal income target*
- **Visualise your yearly income curve - and push to exceed it**

Remember:

Your commission plan is your vehicle.

Your pipeline is the fuel.

Your performance is the engine.

Checklist

- The commission plan is fully understood
- OTE reverse-engineered
- Pipeline coverage maintained at 3–4×
- Monthly earnings dashboard created
- Accelerators tracked
- Income forecasted weekly

Case Story — The Year My Income Doubled

There was a year early in my BD career where I stopped “chasing commission” and started **engineering my income**.

I reverse-engineered my revenue target.

I calculated my true pipeline requirement.

I tracked every deal's MEDDIC score.

I focused only on closing *high-impact* opportunities.

I monitored my accelerators weekly.

Within months, my confidence shifted:

I wasn't guessing anymore

I knew exactly what I needed to earn.

That year, I didn't just hit OTE.
I **doubled it**.

Not because I worked twice as hard,
but because I finally understood the financial architecture of my career.

This is income intelligence.

This is financial confidence.

This is the Founder Academy standard.

Module 11 — Achievement & Building Your Reputation

Show Your Wins. Build Trust. Create Opportunities Before You Need Them.

Founder Academy — Performance Series

Quote

“A strong reputation closes deals before the conversation begins.”

— Founder Academy Principle

Why This Matters

In Business Development, your reputation is your **silent salesperson**.

Most BD professionals work hard behind the scenes,
but they never *show* their achievements.

They think:

- “I don’t want to seem boastful.”
- “I’ll share my wins when I hit something big.”
- “Nobody cares what I’m doing yet.”

REVENUE GROWTH

But here is the truth:

People don't know the impact you create unless you communicate it. And if you don't communicate it, someone less capable will and they'll get the opportunity.

Elite BD professionals understand:

- Visibility = credibility
- Credibility = trust
- Trust = inbound opportunities
- Opportunities = revenue

This module teaches you how to build a reputation that elevates your performance, accelerates your career, and makes you a known operator in your industry.

Framework: The Founder Academy Achievement Visibility System

There are four pillars:

Document Your Wins**Communicate Your Value Internally****Strengthen Your External Brand****Leverage Networks, Partnerships & Events**

1. Document Your Wins (Your Achievement Vault)

Most BD reps forget their wins after the next busy week.

Top performers **capture everything**.

Document:

- Meetings booked
- Large deals closed
- Pipeline milestones
- Expansions
- Renewals
- Objection wins
- Referrals generated
- Testimonials secured
- Events attended
- Partnerships formed
- Skills mastered

This is your **evidence bank**.

Why this matters:

- It boosts confidence
- It strengthens performance reviews
- It fuels negotiation power for promotions
- It becomes content for external branding

Your Achievement Vault becomes your career armour.

2. Communicate Your Value Internally (Strategic Visibility)

Most BD professionals assume their manager knows they're doing well. They don't.

Companies are busy.

Leaders are overwhelmed.

Visibility is earned, not given.

How to Build Internal Reputation:

- Send weekly updates on wins
- Share insights from industry conversations
- Celebrate team success
- Present learnings in team meetings
- Offer to mentor new starters
- Share positive feedback from clients

Founder Academy Principle:

If you don't advocate for yourself internally, you limit your opportunities externally.

Internal visibility leads to:

- Promotions
- Leadership roles
- Access to bigger accounts
- Inclusion in strategic projects
- Trust from senior stakeholders

3. Strengthen Your External Brand (Become Known in Your Industry)

This is where you expand your influence beyond your company.

Elite BD professionals don't hide; they build a **trusted public identity**.

How to Build Your External Brand:

- Post weekly insights on LinkedIn
- Share lessons from real deals
- Comment intelligently on industry posts
- Attend conferences and panels
- Write summaries of events you attend
- Showcase results (without revealing confidential data)

Strong external brands attract:

- Inbound leads
- Career opportunities
- Partnership invitations
- Referrals
- Trust from prospects

Founder Academy teaches:

Your external brand is your long-term compounding asset.

4. Leverage Networks, Partnerships & Events

BD is a relationship-driven profession.

Relationships compound faster than skills.

Networking Principles:

- Be curious, not salesy
- Ask great questions
- Add value before asking for anything
- Share resources generously
- Introduce people to each other

Event Strategy:

- Attend 1–2 key industry events per quarter
- Post about the event before & after
- Connect with attendees the same day
- Follow up with insights or takeaways

Partnership Leverage:

- Build relationships with complementary vendors
- Explore cross-promotions
- Share industry intelligence
- Co-host webinars or events

Elite BD professionals make themselves **known**.

Scripts & Examples

Internal Update Example

“Quick weekly update:

- 3 meetings booked
- £48k added to pipeline
- Objection breakthrough with Enterprise X
- New insight: CMOs shifting budget toward retention tools this quarter

Attached: Mini-MEDDIC scorecard for top deals.”

Client Testimonial Ask

“If you’re happy with the outcome, would you be open to a short testimonial?
Even a sentence helps us showcase impact.”

LinkedIn Achievement Post

Booked 5 meetings this week and progressed two enterprise deals by aligning MEDDIC with clearer decision process mapping.

Lesson: most stalls happen because we assume the champion knows the EB's approval steps, they often don't.”

Event Connection Script

“Enjoyed your perspective at today’s panel, would love to connect and exchange insights.”

Mistakes to Avoid

- Hiding your wins
- Sharing only big milestones
- Being overly polished and losing authenticity
- Posting inconsistently
- Neglecting offline relationships
- Not asking for testimonials
- Assuming visibility = bragging

Visibility is not ego.

Visibility is proof of impact.

Pro Tips (Founder Academy Elite Layer)

- Keep an “Achievement Screenshot Folder” on your phone
- Reuse client compliments as case study snippets
- Turn every event into 2–3 pieces of content
- Build a “Reputation Report” quarterly — internal & external highlights
- Become known for *one thing* (e.g., MEDDIC operator, enterprise strategist, renewals expert)
- Remember:
Your reputation grows when you document what others overlook.

Checklist

- Achievement Vault updated weekly
- Internal updates are sent consistently
- External brand active (weekly posts & engagement)
- Network expanded intentionally
- Testimonial pipeline active
- Partnerships explored
- Events attended and leveraged strategically

Case Story – The Reputation That Created a Career Leap

In one role, I focused heavily on internal visibility and external branding.

Every week, I updated my manager.

Every month, I shared client learnings.

I posted on LinkedIn.

I gave insights in team meetings.

I helped junior BD reps develop their process.

Over time, something powerful happened:

People began introducing me *before I entered the room*.

REVENUE GROWTH

My name carried weight.

Prospects mentioned my content before meetings.

Leadership saw me as a reliable operator.

Opportunities opened that I didn't apply for.

Partnerships approached me instead of the other way around.

Why?

Not because I was the loudest.

Not because I had the biggest deals.

But because I built a **reputation of consistency, expertise, and value.**

Your reputation is the compound interest of your career.

This is why Module 11 matters deeply.

This is the Founder Academy way.

Module 12 – Marketing Yourself: Personal Brand & Niche

Become the Person Who Attracts Opportunities Instead of Chasing Them

Founder Academy — Performance Series

Quote

“You are the brand. The company is the platform.

When your personal brand rises, everything else rises with it.”

— Founder Academy Principle

Why This Matters

Most Business Development professionals rely entirely on:

- Their employer's brand
- Their product
- Their team
- Their pipeline

But elite BD professionals understand something deeper:

Your personal brand is the differentiator buyers will trust before they trust your solution.

People buy from people, but specifically:

- People who appear competent
- People who appear confident
- People who appear knowledgeable
- People who lead conversations
- People who show up consistently
- People who teach rather than pitch

REVENUE GROWTH

Your personal brand is your long-term, compounding asset.

It outlasts companies, products, territories, and job titles.

This module teaches you how to build a personal brand that elevates your:

- Credibility
- Inbound opportunities
- Sales performance
- Career trajectory
- Partnerships
- Industry recognition

This is the final module for a reason.

Once mastered, it creates **effortless sales gravity** buyers come to you.

Framework: The Founder Academy Personal Brand System

There are four pillars:

Define Your Identity & Niche
Optimise Your Professional Presence
Create Consistent Value-Based Content
Leverage Events, Community & Thought Leadership

1. Define Your Identity & Niche

You cannot brand yourself generically.

You must choose a lane.

Founder Academy principle:

Generalists are forgotten. Specialists are followed.

Define your niche by choosing one of the following:

A. Methodology Niche

- MEDDIC expert
- Challenger-style seller
- Enterprise sales formula specialist

B. Industry Niche

- Infrastructure & energy
- SaaS
- Finance & private markets
- Data platforms
- Professional services

C. Role Niche

- BD specialist
- Consultative seller
- Relationship-led dealmaker
- Enterprise BD strategist

Your niche becomes your magnet.

Niche Script:

“I help infrastructure & finance organisations accelerate deal flow using MEDDIC-driven discovery and high-value BD frameworks.”

Clear. Confident. Memorable.

2. Optimise Your Professional Presence

Your online presence should reflect the operator you are becoming.

LinkedIn Profile Checklist

Headline

Outcome-driven, niche-specific, credibility anchored.

“Business Development Leader | MEDDIC Operator | Driving Revenue Across Infrastructure & Finance Markets”

Banner

Professional, clean, branded (Founder Academy colour palette).

About Section

- Your story
- Your values
- Your approach
- Your ROI-driven mindset
- Your industry focus

Experience Section

Quantify achievements:

- “Managed £6M subscription portfolio”
- “97% renewal rate”
- “8% YoY growth across EMEA & APAC”
- “Grew pipeline by £1.2M in 12 weeks”

Featured Section

- Your posts
- Media
- Documents
- Case studies
- Playbook previews
- Event photos

Your profile should look like someone who belongs in boardrooms, not just in inboxes.

3. Create Consistent, Value-Based Content

Content is the fastest way to build trust at scale.

Not memes.

Not generic quotes.

Not self-promotion.

But real value.

Content Pillars:

1. **Industry insights**

- Trends
- Shifts
- Lessons from conversations
- Commentary on market changes

2. **Sales lessons**

- MEDDIC examples
- Objection-handling scripts
- Discovery questions
- Case studies

3. **Behind-the-scenes progress**

- Meetings booked
- Pipeline insights
- What you're learning
- Mistakes and lessons

4. **Personal journey**

- Retail to boardroom
- Balancing family and career
- Fitness + mindset
- Discipline and resilience

People follow people who are **authentic**, **consistent**, and **useful**.

Posting Routine:

- 2 main posts per week
- 5–10 comments per day
- 1 valuable resource every 2–4 weeks (checklist, guide, mini-playbook)

Your content becomes your portfolio.

4. Leverage Events, Community & Thought Leadership

To become recognised in your space, you must be *seen*.

Event Strategy

Attend events where your buyers are:

- Infrastructure events
- Energy forums
- Finance summits
- Private equity conferences
- SaaS leadership events

Document your experience:

- Before (anticipation)
- During (insights)
- After (reflections)

This builds credibility and social proof.

Community Strategy

Become active inside:

- LinkedIn groups
- Industry communities
- Slack groups
- Webinars
- Panels

Thought Leadership Strategy

- Host webinars
- Write mini-guides
- Contribute to discussions
- Collaborate with peers
- Share frameworks
- Publish your playbook excerpts

You evolve from salesperson → educator → authority.

Scripts & Examples

Personal Brand Positioning Statement

“I help companies streamline their BD process by applying a MEDDIC-driven qualification framework that shortens deal cycles and increases revenue predictability.”

Event Follow-Up Script

“Great speaking with you at the London Infrastructure Summit - your perspective on capital project delays was insightful. Let's stay connected.”

Testimonial Request Script

“If our partnership has added value, would you be open to sharing a short testimonial? It helps reinforce the impact we're delivering.”

Value-Based Post Idea

“Most deals don’t fall apart because of pricing; they fall apart because pain wasn’t quantified.

Here’s the 3-step method I use to uncover deep operational and emotional pain...”

Mistakes to Avoid

- Posting only when you feel inspired
- Talking only about yourself
- Copying influencers
- Being inconsistent
- Posting without adding value
- Confusing personal brand with ego
- Not documenting wins

Personal branding is not about attention; it is about **leverage**.

Pro Tips (Founder Academy Elite Layer)

- Build a “Content Bank” of 50 post ideas
- Repackage long-form posts into short lessons
- Use visuals to increase post retention
- Build a clean personal landing page or Linktree
- Track which posts generate leads
- Collaborate with industry experts to expand reach
- Remember:
Brand compounds. Every post becomes a digital asset that works while you sleep.

Checklist

- Niche defined
- LinkedIn profile optimised
- Weekly content cadence established
- Achievement posts planned
- Events scheduled & leveraged
- Testimonials collected
- Thought leadership activities in motion

Case Story – The Brand That Opened Doors Without Outreach

In my own journey, everything changed when I built a consistent personal brand.

I documented insights from deals.

I shared lessons from calls.

I posted about leadership, fitness, mindset, and my growth journey.

Slowly, people started recognising my content.

Prospects mentioned my posts during calls.

Hiring managers reached out.

Partnerships formed.

Events invited me to speak.

Opportunities found me before I found them.

Your personal brand becomes an **invisible salesforce**:

REVENUE GROWTH

- It warms up cold outreach
- It amplifies credibility
- It accelerates trust
- It opens doors to bigger opportunities
- It makes you memorable in a crowded market

Your brand is not optional.

It is foundational.

It is leverage.

And it will shape your future far more than any script ever could.

This is the Founder Academy philosophy.

This is how elite BD professionals lead the market.

Conclusion – Becoming the Business Development Professional People Remember

Founder Academy — Final Chapter

Quote

“Information isn’t power.

Implementation is.”

— Ashraf Hussain

The Journey You’ve Now Completed

If you’ve reached this point in the playbook, you’re no longer approaching Business Development the way most people do.

You’ve learned frameworks.

You’ve sharpened your process.

You’ve internalised systems.

You’ve built discipline.

You’ve understood psychology.

You’ve mastered qualification.

You’ve elevated your value.

You’ve expanded your brand.

You are no longer operating as someone who *does sales*.

You are becoming someone who **creates revenue**.

REVENUE GROWTH

This playbook wasn't designed to simply give you *knowledge*.

It was designed to give you a **repeatable, predictable, scalable operating system** for:

- Booking high-quality meetings
- Qualifying deals with confidence
- Building real pipeline
- Negotiating with leverage
- Presenting price like a professional
- Forecasting your income
- Building a reputation that grows your career
- Marketing yourself as a trusted authority

The difference between good BD professionals and elite BD professionals is never talent,

it is ownership, consistency, and mastery.

What Happens Next Is Entirely in Your Control

You now have every tool required to:

- Hit your targets
- Build a 7-figure pipeline
- Close high-value deals
- Earn more predictably
- Move into senior roles
- Build a long-term career advantage
- Become known in your space
- Help your team grow
- Lead with confidence

But tools don't transform careers.

Execution does.

REVENUE GROWTH

Most people will read this playbook and think:

“Great, I understand this.”

Only a few will say:

“I will implement every part of this until it becomes who I am.”

Those few become:

- Top performers
- Leaders
- High earners
- Trusted advisors
- Industry authorities
- Respected operators
- People companies fight to keep

And more importantly

they become individuals who **design their own future**.

The 12-Week Implementation Challenge

Founder Academy recommends the following:

Over the next 12 weeks:

- Pick one module per week
- Apply the frameworks
- Review your results
- Track your numbers
- Strengthen your skills
- Identify your weak points
- Focus on mastery, not speed

REVENUE GROWTH

This is how you turn knowledge into skill.

This is how you turn skill into performance.

This is how you turn performance into opportunity.

The Identity Shift

The real transformation of this playbook is not the modules.

It is the identity shift that happens inside you:

- From reactive → strategic
- From uncertain → confident
- From chasing → attracting
- From salesperson → trusted advisor
- From employee → revenue operator

You are not the same BD professional you were when you started this book.

You have a blueprint that gives you *structure* today and *leverage* for the future.

This book is not the end.

It is the beginning of your next level.

Final Founder Academy Principle

"If you build the habits, the habits will build the results.

If you build the identity, the identity will build the career."

You now have both.

The future is yours to create.

Next Steps – Continue Your Growth

To go deeper and accelerate your progress, Founder Academy offers:

- Advanced frameworks
- Deal review sessions
- Role-play clinics
- Personal brand coaching
- Pipeline diagnostics
- Live MEDDIC deep dives
- BD leadership training programs

If you want help implementing this at the elite level,
Founder Academy can guide you through the next phase.

Bonus Resources & Next Steps

Extend Your Learning. Deepen Your Skills. Accelerate Your Results.

Founder Academy — Resource Vault

Quote

“The person who keeps learning after the training ends is the person who keeps winning after others stop.”

— Founder Academy Principle

Bonus Resources Included With This Playbook

These resources are designed to help you *implement*, not just understand, the frameworks in the playbook.

They turn theory into action - and action into results.

1. MEDDIC Qualification Checklist (Printable)

A one-page, high-impact checklist covering:

- Metrics
- Economic Buyer
- Decision Criteria
- Decision Process
- Identify Pain
- Champion

Use this before every discovery call and opportunity review.

2. Discovery Call Script Pack

A collection of Founder Academy–approved scripts, including:

- 3-step discovery opener
- Deep pain-finding questions
- Trigger event questions
- Objection-minimising transitions
- Champion-validation questions

These scripts remove hesitation and give you total call confidence.

3. KPI & Pipeline Tracker Template (Excel)

A ready-to-use performance dashboard:

- Daily/weekly activity tracking
- Meeting ratios
- SQL conversion rate
- Pipeline coverage calculator
- Revenue target reverse-engineering
- Deal value vs MEDDIC score chart

This is your personal “income command centre.”

4. Objection Handling Response Library

A list of objection responses for:

- Budget
- Competitor
- Timing
- No interest
- Authority
- Procurement delays

These will help you turn pushback into progress instantly.

5. BD Mindset Conditioning Prompts

A set of daily mindset prompts covering:

- Discipline
- Resilience
- Confidence
- Identity
- Emotional regulation
- High-performance habits

A powerful tool for mental preparation.

6. Recommended Books, Talks & Podcasts for BD Excellence

A curated list of resources on:

- Psychology
- Influence
- Negotiation
- Leadership
- Sales mastery
- Communication

Hand-picked for rapid improvement.

7. Personal Branding Starter Pack

To help you launch your brand immediately:

- 12 post templates
- LinkedIn headline formulas
- “First 30 days of content” plan
- Profile optimisation checklist

This turns you into a visible, credible BD professional.

Next Steps — How to Continue Your Growth With Founder Academy

This playbook is the foundation.

But the real transformation happens when you **apply** the frameworks in real deals, real conversations, and real weekly performance cycles.

Founder Academy offers advanced options to support your expansion.

1. Founder Academy - Elite BD Coaching Program

A structured 8–12 week programme where you get:

- Live role-play sessions
- Deal reviews
- MEDDIC deep dives
- Negotiation training
- Personalised KPI optimisation
- Weekly accountability calls

This is for BD professionals ready to push into top income brackets.

2. Deal Diagnostics & Pipeline Overhaul Session

A one-off session to:

- Audit your current pipeline
- Strengthen your MEDDIC accuracy
- Identify blindspots
- Remove low-value deals
- Prioritise high-value wins
- Forecast revenue with precision

This session alone can transform your quarter.

3. Personal Brand Accelerator (BD Edition)

A 4-week sprint to help you:

- Craft your niche
- Optimise your LinkedIn brand
- Build authority posts
- Increase inbound leads
- Grow your industry visibility

Ideal for BD professionals who want to grow beyond their company brand.

4. Business Development Leadership Pathway

Designed for future leaders:

- Managing teams
- Coaching SDRs
- Running the BD strategy
- Building playbooks
- Improving renewal & expansion rates
- Stepping into the Head of BD or Director roles

This is the path to long-term influence and leadership.

5. Corporate Team Training (For Organisations)

Founder Academy delivers: Via www.SalesMethodologyHub.com

- BD playbook installation
- MEDDIC frameworks + 25 other frameworks
- Negotiation mastery
- Discovery workshops
- KPI dashboards
- Messaging alignment
- Pipeline review systems

For companies serious about revenue excellence.

Your Next Level Starts Now

Whether your goal is:

- Higher earnings
- Senior roles
- Stronger pipeline
- More confidence
- Sharper skills
- Visibility in your industry
- Predictable performance
- Long-term career leverage

Founder Academy has the tools to get you there.

The frameworks are here.

The systems are here.

The path is here.

The next step is yours.

Companion Playbooks

This is part of my **3-part Playbook Series: Sales Excellence Series**

1. **The SDR Success Playbook** - Build your foundation.
2. **The Business Development Playbook** (This one) - Learn to close new business and scale revenue effectively.
3. **The Account Management Playbook** - Master retention, renewals, and account growth strategies.

Together, they form a comprehensive sales career roadmap: **SDR → Business Development → Account Management → Leadership.**

About the Author

Ashraf Hussain — Founder, Operator, Revenue Leader

Founder Academy — Sales Excellence Series

Ashraf Hussain is a **global sales leader**, performance strategist, and the founder of **The Founder Academy**, a learning platform dedicated to elevating sales professionals into high-performing, revenue-generating operators.

With a career that began in **retail sales**, Ashraf quickly transitioned into the corporate world - moving from front-line SDR, to hybrid Business Development + Account Manager, and eventually into **regional leadership roles**. His journey reflects the Founder Academy ethos:

You don't need the perfect start.

You just need relentless execution.

Across his career, Ashraf has:

- Managed a **£6 million subscription portfolio**
- Led teams across **Europe, the Middle East, and Asia-Pacific**
- Consistently achieved **97%+ renewal rates**
- Delivered **10%+ YoY growth** in competitive markets
- Built and coached high-performing BD and AM teams
- Recruited and developed sales talent across multiple business units
- Transformed struggling pipelines into revenue-generating engines

His approach blends:

REVENUE GROWTH

- **Elite sales frameworks** (MEDDIC, Challenger, SPIN, Value Selling)
- **Psychology-driven communication**
- **Business development strategy**
- **Leadership, discipline, and performance habits**
- **Personal branding and reputation building**
- **Commercial awareness and financial intelligence**

Today, Ashraf works with:

- Sales teams looking to operationalise a **repeatable BD system**
- Individual contributors aiming to become **top performers**
- Organisations wanting **higher win rates, stronger discovery, and clearer qualification**
- Future leaders preparing for **management and strategic roles**

The Founder Academy Philosophy

Ashraf built The Founder Academy on one principle:

“Sales is the greatest wealth-building career on earth - if you treat it like a craft.”

Through playbooks, training systems, coaching programmes, and digital resources, he helps salespeople:

- Master their craft
- Structure their process
- Scale their pipeline
- Close with confidence
- Build a reputation that compounds
- Increase earning potential
- Grow into leaders

His teachings are not theoretical.

They are **field-tested, battle-proven**, and used across global markets.

Beyond Sales

Ashraf's work is rooted in discipline - physically, mentally, and professionally.

He speaks often about:

- Health
- Mindset
- Fatherhood
- Performance habits
- Identity
- Resilience

Because the highest levels of sales performance require more than skill

They require **alignment of mind, body, environment, and ambition.**

Connect With Ashraf

- LinkedIn: [linkedin.com/in/ashraf-hussain89](https://www.linkedin.com/in/ashraf-hussain89)
- Founder Academy: www.thefounder.academy

Close New Business & Scale Revenue.

"REVENUE GROWTH" is a transformative playbook designed for sales professionals seeking to elevate their performance through structured, proven systems. Grounded in real-world experience, this guide offers actionable frameworks across 12 modules to help you build a strong pipeline, master buyer psychology, and navigate complex negotiations with confidence. By committing to this systematic approach, you'll unlock long-term growth and achieve your highest earning potential in business development.

