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Selling Is **Not** Optional When
You're Under **\$100,000!**

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If your business is still under \$100,000 a year, you don't have the luxury of treating sales like one department among many. Sales is not a "function" you'll get to once the website is perfect, the brand is polished, and operations are smooth. Sales is the only thing that keeps the business alive long enough for the rest to matter. And at this stage, the founder is the sales engine, whether you like it or not.

A lot of owners under \$100K try to skip this reality. They want to build the machine before they've proven the demand. They want to outsource selling because it feels uncomfortable, messy, and emotionally exposing. They want to call themselves the "visionary" while someone else handles the awkward conversations, the follow-ups, and the objections. They want to be the CEO before they've earned the right to stop selling.

But in the survival phase, you are the closer. You are the one who must create revenue. You are the one who must learn the market directly. You are the one who must build the pipeline with volume and consistency until sales become predictable. If you avoid that job, you don't have a business problem. You have an ownership problem.

Here's the uncomfortable truth: most businesses under \$100,000 aren't stuck because their product is terrible. They're stuck because they don't sell enough, often enough, with enough intensity. They may be busy, but they aren't closing. They may be "marketing," but they aren't asking for the order. They may be "building," but they aren't converting. And the market doesn't pay you for activity. It pays you for transactions.

Selling is not a personality trait. It's a discipline.

The reason selling is non-negotiable under \$100K is simple business math. When revenue is low, every dollar counts. Your cash flow is fragile. One slow month creates stress. Stress leads to short-term decisions. Short-term decisions create long-term instability. In that state, it is dangerous to pretend sales will happen "naturally." Nothing happens naturally in business except expenses.

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You must create revenue on purpose. And in the early stage, the person best positioned to do that is you.

Why? Because you know the mission, the offer, and the customer pain better than anyone else. You can adapt in real time. You can listen and refine. You can make decisions fast. You can change pricing, packages, and positioning based on what you hear. A hired salesperson cannot do that as effectively when the business is still figuring out its identity. Even a good sales rep needs a clear offer, proven messaging, and a functioning process. Under \$100K, you're still building those elements. Delegating sales too early is like hiring a driver when you haven't built the road.

Massive action and ownership are not motivational concepts. They are practical requirements for survival. Massive action in selling means you are not relying on one post, one referral, or one lucky week. You are creating volume. You are reaching out daily. You are following up relentlessly. You are having more conversations than your comfort level wants you to have.

This matters because the sales process is a numbers game. People are busy. Timing is unpredictable. Prospects need multiple touches. Some will ghost you. Some will delay. Some will say no. A percentage will buy. If your activity level is low, those percentages will crush you. If your activity level is high, those percentages will work in your favor.

Owners under \$100K often treat selling like an event instead of a system. They "sell" when they feel pressure. They follow up once or twice, then stop. They send a proposal, then wait. They interpret silence as rejection. They take it personally. Then they retreat to safer work like operations, planning, and "improving the brand." But the brand does not pay you. The pipeline pays you.

Predictable revenue is not built through hope. It is built through consistent selling behavior.



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There is also a deeper reason the founder must sell: selling teaches you the market faster than anything else. You can read books, take courses, and study strategy, but nothing gives you clarity like direct conversations with prospects. When you sell, you learn the real objections, not the ones you imagine. You learn what people actually care about, not what you assume they care about. You learn the language customers use to describe their problems. You learn where you are unclear. You learn what creates urgency. You learn what price points create resistance. That information is priceless. It shapes your entire business model.

If you avoid selling, you stay blind. And blind businesses don't scale. They guess.

This is why founders who try to outsource sales early often end up disappointed. They hire someone, pay them, and expect results, but they haven't built the foundation for results. They haven't defined the ideal customer tightly. They haven't tested messaging. They haven't created a simple offer that converts consistently. They haven't established a follow-up cadence. They haven't collected enough proof, case studies, or outcomes. They haven't installed a process. Then they blame the salesperson. Sometimes the salesperson is weak, but more often, the founder delegated the wrong thing at the wrong time.

The sequence matters. First you sell. Then you systemize what works. Then you train someone else to replicate it. If you reverse that sequence, you pay for the learning curve twice.

Selling also forces bold decision-making, because the market demands clarity. Prospects don't buy vague. They buy specific. They buy when they understand the result, the process, and the next step. When you are the one selling, you are forced to tighten your offer. You are forced to simplify. You are forced to articulate value in a way that a real person understands, not in a way that sounds nice on a website.

That clarity is what turns selling into predictable revenue. Predictability comes from repeatable processes. Repeatable processes come from measured execution. Measured execution comes from the founder being close enough to the sale to see what works.



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So what does founder-led selling look like when done properly? It starts with accepting that selling is not something you squeeze in between other tasks. Selling is the priority until revenue is stable. That means you protect time for outreach and follow-up like it's a client commitment, because it is. It means you treat lead generation and closing as daily disciplines, not occasional bursts. It means you get comfortable being uncomfortable.

Founder-led selling also means you stop relying on passive methods alone. Passive marketing can support you, but passive marketing is slow at the under-\$100K stage. You need proactive selling. You need direct outreach. You need to ask for introductions. You need to reactivate past clients. You need to create partnerships. You need to put offers in front of people consistently. You need to drive conversations.

This is where accountability becomes the difference-maker. If you want predictable revenue, you must track your selling activity like a professional. Not because tracking is trendy, but because the numbers don't lie. If your pipeline is empty, your activity was too low. If your activity is high but conversions are low, your message or offer needs refinement. If you are converting but cash flow is still tight, your pricing is too low or your delivery model is not efficient enough. Those are solvable problems, but only if you face them directly.

When you refuse to sell personally, you refuse to face the truth. And when you refuse to face the truth, you stay stuck.

Now let's talk about scaling thinking beyond comfort zones, because many owners believe selling is what they do until they can "focus on bigger things." That mindset is partially correct, but the timeline is wrong. Yes, you will eventually want a team and systems that allow you to step back. But you cannot step back from something you never mastered. If you don't learn how to sell your offer, you will never be able to train someone else to sell it. You'll be dependent on luck, personality hires, or expensive agencies. You won't have control.

The founder who scales is the founder who masters selling first, then builds the machine.

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There's another important angle: selling is not just about getting customers. It's about building confidence in your business. Predictable sales create predictable cash flow. Predictable cash flow creates better decision-making. Better decision-making creates better hiring, better marketing, better delivery, and better customer experience. Everything improves when revenue becomes stable. Selling is the foundation that supports everything else you want to build.

If you're under \$100K, you must treat selling as your primary leadership responsibility. Leadership is not managing tasks. Leadership is producing outcomes. And in business, the first outcome is revenue.

The conclusion is decisive. Until your revenue is predictable, selling is not optional, and it is not delegable. It is your job to create demand, to build a pipeline, to learn the market, and to close enough business to stabilize cash flow. Once you have that stability, then you earn the right to scale with systems and people. But you don't get to skip the process. You don't get to avoid selling and still expect growth.

If you want to break out of the under-\$100K bracket, act like the person responsible for revenue, because you are. Commit to massive action. Make bold decisions. Hold yourself accountable. Do the uncomfortable work consistently. When you do, sales stops being random and starts becoming predictable. And that's when your business finally becomes a real asset instead of a daily grind.

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