WIN AT SALES

as a Technical Founder

Without **hiring a rep**. Without **selling your soul.**

Adhiraj Hangal
Founder @ Tiger

Swipe →

Most technical founders struggle with sales.

Adhiraj Hangal
Founder @ Tiger

Swipe →

Not because they're **bad** at it.

But because they're doing it like a **salesperson, not a founder.**

This is the playbook YC teams actually use.
You'll want to **save this.**

Adhiraj Hangal
Founder @ Tiger

Sales isn't about convincing. It's about discovering.

The best founders **sell like doctors.**
They ask, they listen, and then they prescribe.

Adhiraj Hangal
Founder @ Tiger

Start every call with these 3 questions

1   What's the **painful part** of [X] right now?

2   What have you **tried already?**

3   What would make this **feel solved?**

If they don't have **real pain,** there's nothing to sell.

Adhiraj Hangal
Founder @ Tiger

Most cold emails sound like automation.

Founders have an **unfair advantage:** they're real. Use it.

Adhiraj Hangal
Founder @ Tiger

Instead of:

"Hi {{first name}}, we help companies like yours improve {{metric}}..."

Try:

"Hey - saw you're hiring BDRs. Curious if outbound is actually working or still a pain?"

Short. Specific. No fluff.

Adhiraj Hangal
Founder @ Tiger

If your cold messages aren't getting replies manually...

Automating them won't fix it — it'll just help you get ignored faster.

You don't have a sending problem. You have a messaging problem.

Adhiraj Hangal
Founder @ Tiger

How to fix it before you scale:

Write **3 versions** of your pitch:

- Send each one manually to **5—10 people**
- **Track** which one gets replies
- **Double down** on what works

Outbound isn't guessing. It's iteration.

Adhiraj Hangal
Founder @ Tiger

Most deals die in silence. Not in rejection.

If you don't **follow up**, you're wasting **80%** of your effort.

But follow-ups should feel like part of a conversation.

Use **this template:**

"Just bubbling this up in case it slipped through - still something you're looking at?"

Or

"Quick ping - we've helped 3 teams fix this last month. Want to see if it's relevant?"

No bump. No pressure. Just context.

Adhiraj Hangal
Founder @ Tiger

Swipe →

Founder-led sales starts manual, but it shouldn't stay that way.

You figure out **what works** by doing it by hand.

But once it's working? **You need leverage.**

Adhiraj Hangal
Founder @ Tiger

Adhiraj Hangal
Founder @ Tiger

You don't need a sales team. You need leverage.

🐅 **Tiger** gets you in front of the right people — hundreds of them, every week, on autopilot.

Try it at ⟶ **icptiger.com**

Or DM me **"sales"** and I'll show you the workflow.