SMARTer Entrepreneurs

I’m the only one who can sell

Five places to look, and how to choose where to start

In many service businesses the owner is the sales team, mostly because the owner was there first and nobody ever got round to changing it.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Write down how you sell. You could not explain your approach to someone new.			
2. Let others run the first conversation. Every prospect expects to meet you.			
3. Bring in the people who deliver the work. Your team is never in a sales meeting.			
4. Plan a sales role before a salesperson. You have thought of hiring one, but not what they would do.			
5. Free up time to coach others. You are too busy selling to teach anyone else.			

An example

The founder of a cyber security consultancy took two senior consultants to every first meeting for a quarter, with the questions she asks written down. By the end of it, both were running first meetings on their own.

This month I will

.....

You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

© 2026 SMARTer Entrepreneurs. Shared for use in your own business. Please do not copy, adapt or distribute it without permission. Version 1, November 2026.