THE ART OF

STORY TELLING

A founder's guide to turning your story into a sales system your team can run.



HEY THERE!

I'm **Jeff Torbeck.** I help Seed and Series A SaaS founders move from founder-led sales to a team that can win deals without them in the room.

I've spent 15+ years building and scaling GTM teams, from **$0 to $40M ARR** at venture-backed and self-funded companies.

Here's what I've learned: the founder's story is the most underused asset in early-stage sales. Let's fix that.

JEFF TORBECK · FOUNDER, FOUNDATIONALSAAS

I hear questions like these from founders every week...

Why can't my AEs close the way I do?

How do we sell without big logos or case studies yet?

MY ANSWER:

TELL YOUR STORY.

LET'S DIVE IN..

Your buyer has more options than ever. Every category is crowded, every feature gets copied, and every demo starts to sound the same.

Standing out takes more than a better product. You have to earn attention, make the buyer feel the problem, and give them a reason to believe. That's where **storytelling** comes in.

Your story explains why the problem matters, why you're the one to solve it, and why now.

When buyers see their own problem in **YOUR** story, they **trust** you. And they **buy** from people they trust.

I'LL BE THE FIRST PERSON TO TELL YOU....

If you think you can hire two AEs, hand them a deck, and watch pipeline appear, you're in for a rude awakening.

Early deals close on **trust.** Right now that trust lives with you, the founder, and it took years of conversations to build.

The job is getting that trust out of your head and into a story your whole team can tell.

Here's what that story is made of...



STORYTELLING CONTENT CAN BE:

- **The origin:** the problem you lived before you built [your product].
- **The villain:** the broken status quo your buyer tolerates today.
- **Your WHY:** the moment you decided someone had to fix this.
- **The why now:** what changed in the market that makes this urgent.
- **Lessons learned:** the mistakes and pivots that shaped the product.
- **Early wins:** the first customers who took a bet on you.
- **Customer transformations:** before, after, and what changed.
- **Hard truths:** the honest takes buyers wish more vendors would say.

STORYTELLING FORMATS

Your story should show up everywhere a buyer meets your company.

- **Discovery calls:** Open with a short version of the problem story, then let the buyer tell theirs. Great discovery feels like recognition, not interrogation.
- **The first-call narrative:** Replace the feature tour with a story arc: the old way, what's broken, the new way, and proof it works.
- **Outbound + LinkedIn:** Lead with a scene your buyer lives every week. Pitch less. Earn the reply.
- **Customer stories:** Turn every win into a before-and-after your reps can retell in 60 seconds.

AND REMEMBER...

YOUR STORY MATTERS.

Telling your story can feel uncomfortable at first. It's personal. But it's the one thing a competitor can't copy.

Your story is your moat.

Tell it like a person, not a press release.

Be specific. Be honest. Be human.

Write it down so it doesn't leave the room when you do.

Stop sounding like everyone else in your category. You're meant to stand out.

DO YOU WANT TO TAKE YOUR SALES TEAM TO THE NEXT LEVEL?

Most founder stories live in one place: the founder's head. Here's how to get yours into your team's hands.

TURN THE PAGE



THE STORY HANDOFF FRAMEWORK

01

CAPTURE

Record your best discovery and demo calls. Your story already exists. It's just never been written down.

02

CODIFY

Turn it into a talk track: problem, villain, why now, proof. One page, not a 40-slide deck.

03

COACH

Roleplay it with every rep until they can tell it in their own words, not yours.

04

CALIBRATE

Review calls and deals every month. Keep what lands with buyers. Cut what doesn't.

IN A FREE GTM DIAGNOSTIC CALL, YOU'LL GET:

- An honest read on where your sales motion stands as you move off founder-led sales.
- A review of how your story shows up today in discovery, demos and outbound.
- The 2 or 3 gaps most likely to stall your next sales hires.
- A clear next step, whether we work together or not.

BOOK YOUR CALL →



THANKS FOR READING!

I hope this helps you turn your story into your team's best sales asset.

Questions? I'd love to hear from you:

Website: foundationalsaas.com
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Newsletter: The Operator Perspective