

50 CATS

Your \$2–10M company is too big for this nonsense.

Five sales problems that become expensive once the business has employees, customers and something resembling an org chart.

The cats found them.
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SWIPE BEFORE SOMEONE CALLS ANOTHER MEETING →





Every important sale still needs the owner.

The company has a sales team. The customer still asks for you.



The biggest deal can be the most expensive mistake.

Revenue arrives first. The damage sends its invoice later.



You have a sales process. Actually, you have five.

Every seller has found a completely different route to the customer.



The company grew up. The pricing stayed small.

Your margin is still trying to live inside the kitten box.

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Sales sold capacity operations never had.

Sales rang the bell. Operations heard an alarm.

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You survived five growth problems.

The cats have located your org
chart. It was under three urgent
contracts and a pricing
exception.

Apparently, this counts as
infrastructure.

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