

50 CATS • SALES OPINION

HYPERGROWTH ISN'T SALES.

Somebody opened the tuna.



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THE SALES TEAM WOULD LIKE TO THANK ITSELF.

The product had nothing to do with it, apparently.



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**SALES CREATES
MOVEMENT.**



ADOPTION IS THE MOVEMENT



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TODAY'S OPEN TUNA CANS

OpenAI • Anthropic
Cursor • Palantir

Customers found the kitchen.



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CUSTOMERS ARE ARRIVING FAST.

*Quick—hire more people
to find customers.*



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THEN THE TUNA STOPS BEING NEW.

*Finance is shocked.
The cats are not.*



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THE PRODUCT BECAME NORMAL.

Zoom • Salesforce • Netflix
Uber • Airbnb

Now retention matters.



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SALES FINDS MORE CUSTOMERS.

BETTER SERVICE

*Gives them fewer
reasons to leave.*



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MORE SALES CAN'T FIX A LEAK.

*That's just filling the bathtub
with the drain open.*

Except the bathtub has claws.



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**YOU FIND OUT
WHAT YOU BUILT
AFTER CUSTOMERS
STOP RUNNING
TOWARD YOU.**

*Until then, you may simply
be taking attendance.*

