



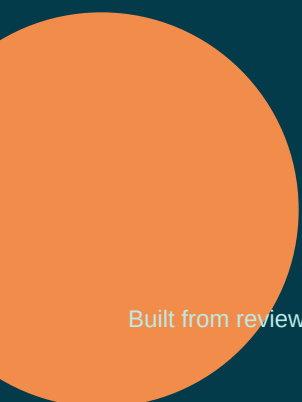
TOPSAIL

Build your sales cookbook.

Turn revenue goals into weekly behavior your team can prepare, execute, and review.

WHAT THIS WORKSHEET HELPS YOU DEFINE

- The outcome and time horizon you are working toward
- The activity math behind that outcome
- The channels and weekly behaviors sellers will execute
- The preparation rules that protect prospecting time
- The manager review cadence and adjustment rules



Built from reviewed Tailwind conversations with sales trainers and leaders.

1. Work backward from the outcome

Use known conversion data when you have it. When you do not, write down the assumptions so the team can replace them with observed results. Keep the math useful rather than falsely precise.

Revenue or pipeline outcome

Time horizon

Activity math

Stage	Target	Conversion assumption	Evidence / notes
Revenue			
Closed business			
Qualified opportunities			
Agreed next steps			
Meaningful conversations			
Prospecting attempts			

Where is the least certain assumption?

2. Define the weekly recipe

Choose behaviors that fit the account universe and buyer access. Give each channel a job, and include relationship-building activity when it creates a credible path to the right people.

Behavior / channel	Weekly minimum	Purpose	Owner	Completed
Phone				
Email				
LinkedIn / social				
Referral requests				
Introductions / alliances				
Content / video				
Other				

Minimum behavior rule

What should the team avoid maximizing?

3. Protect the prospecting block

Preparation should happen before the selling block. A finite queue and clear next-action rules keep prospecting time from turning into research time.

Account universe or territory

Evidence required before an account enters the queue

Context that must be prepared before outreach

Prospecting block schedule

Day	Time	Queue / segment	Behavior	Preparation owner
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				

Advance, stop, and recycle rules

4. Run the manager review

Review controllable behavior weekly and conversion over a longer window that fits the sales cycle. The purpose is to locate friction and choose one controlled improvement.

Review question	Observation	Decision / owner
Was the agreed behavior completed?		
Were the intended accounts worked?		
Which channels created conversations?		
Were next steps explicit and completed?		
Where did the motion create friction?		
What will remain unchanged next week?		
What one change will the team test?		

Review cadence

Review	Frequency	Participants	Decision it supports
Behavior execution	Weekly		
Conversion trends			
ICP and account quality			
Cookbook redesign			

Source conversations

This worksheet was informed by Tailwind conversations with Scott Bliss, Karl Schaphorst, Judy Taibi, and Jeff Schneider. Read the synthesis and jump to the original transcript moments at topsail.app/resources/sales-cookbook.