rednea

FOUNDER'S ROUNDTABLE · HSLU LUCERNE · 19 NOVEMBER 2026

Talk to your customers. Every day.

Sales for founders. From someone who has sold to global enterprises and to one-person companies.



Semir Jahic
CEO & Founder, rednea · HSLU Business Engineering, class of 2014



WHO IS SPEAKING

10+ years in sales and tech

2014	**HSLU**: BSc Business Engineering, semester in Boston, later MSc at UCL
2014–16	**Accenture**: CRM projects, Zurich
2017–20	**Salesforce**: Solution Engineer, AI programme, London
2020–23	**Clari**: Sales Engineering and GTM, first employee in Europe
2024	**Salesmotion**: founded, no investors, profitable
2026	**rednea**: AI phone assistant, 40+ customers

HSLU Hochschule Luzern accenture salesforce salesmotion rednea

TWO VERY DIFFERENT SALES

Both ends of the spectrum

salesmotion	
Buyer	Enterprise sales teams
Market	Global, mainly US and UK
Deal	Large, several people decide
Channel	LinkedIn, every day

rednea	
Buyer	Swiss SMEs, often 1–2 people
Market	Switzerland
Deal	CHF 90 a month, one person decides
Channel	Instagram, events, experiments

Different worlds. The same few rules worked in both.

TONIGHT

Three questions almost every founder has

01

How do I reach customers who do not know me yet?

02

How do I sell when I do not feel comfortable doing it?

03

What does a customer need to be ready to buy?

One piece of advice on all advice: do not follow it blindly. Take what interests you and test it yourself.

THE ONE RULE

Nothing helps your startup more than talking to customers. Every day.

Phone, email, LinkedIn, events, a coffee. Any way you can. Every touchpoint is market research.

01 · REACHING NEW CUSTOMERS

Five channels. Test them all.

Organic & inbound

Takes time

Cold email

Needs a sharp message

Cold calls

Takes courage, gets easier

Ads

Costs money, hard without experience

Events

One room at a time

Test every channel and every message, every week. Keep what works. Cut the rest.

01 · REACHING NEW CUSTOMERS

Be where your customers are

salesmotion

LinkedIn

That is where sales leaders are. So I was there every day.

rednea

Instagram, events and more

A physiotherapist does not scroll LinkedIn. For rednea I am hardly there. *We test where they are.*

What counts is pipeline. Not views and followers.

Example 1 · Salesmotion: Be where your customers are

Year one: 0 cold emails, 0 cold calls, 0 ads

My buyers were sales leaders. They are on LinkedIn, so I was there, every day.

$35
per month: the first customer paid before the demo.

20
customers in less than 90 days

63
meetings per month, from LinkedIn and my own network

$100k
ARR in year one, with two people

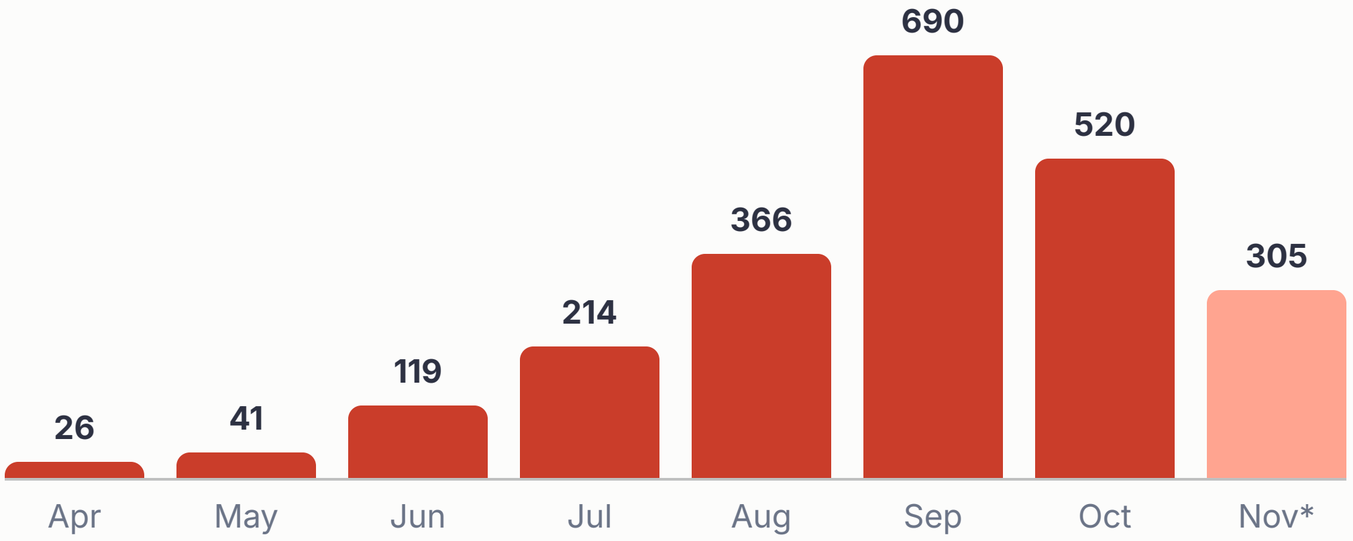
But reach is not pipeline: 227,000 impressions brought 4 qualified demos. Less is more.

Example 2 · rednea: Inbound through SEO and AI search

Inbound: the demand is real

SMEs are hard to find, they are not on LinkedIn. So we make sure they find us.

CLICKS FROM GOOGLE SEARCH PER MONTH



Google Search Console, rednea.ch, rednea.ai, fonea.ch, fonea.ai · 30 Mar – 17 Nov 2026 · *November up to 17 Nov

2,282
clicks from Google since April

427,000
impressions in Google Search

×116
impressions per month, April (873) to October (101,611)

01 · REACHING NEW CUSTOMERS · COLD OUTREACH

Cold emails that get replies

Tried at rednea: it works, but not brilliantly.

1. **An observation nobody disputes**
2. **Assume nothing about their company**
3. **A question they answer for themselves**
4. **Only then product and link**
5. **About 100 words, 3 emails per sequence**



Does she fit the ICP?

From the outside a practice looks perfect. Only the conversation shows if it buys.

Who you write to matters more than what you write.

Reply rate per company contacted, rednea 2026



A real rednea cold email (translated from German)

Subject: missed call · Email 1 of 3

Hello **{Title} {Last name}**,

do not worry, you have not missed a call from me.

2. **{Company}** offers **{Offer}**, if your website is still up to date.
1. Enquiries often come by phone, and often exactly when you are in an appointment yourself. If nobody is free, the call goes to voicemail.
4. rednea, a phone assistant from Switzerland, then answers for you, also speaks Swiss German and sends you a short summary. Cancel monthly, no setup fee. To test: call +41 55 547 00 85 or build your own version at rednea.ch/demo.
3. How do you handle this today?

Kind regards, Semir Jahic
If this is not relevant for you, a short reply is enough.

HOW IT IS BUILT

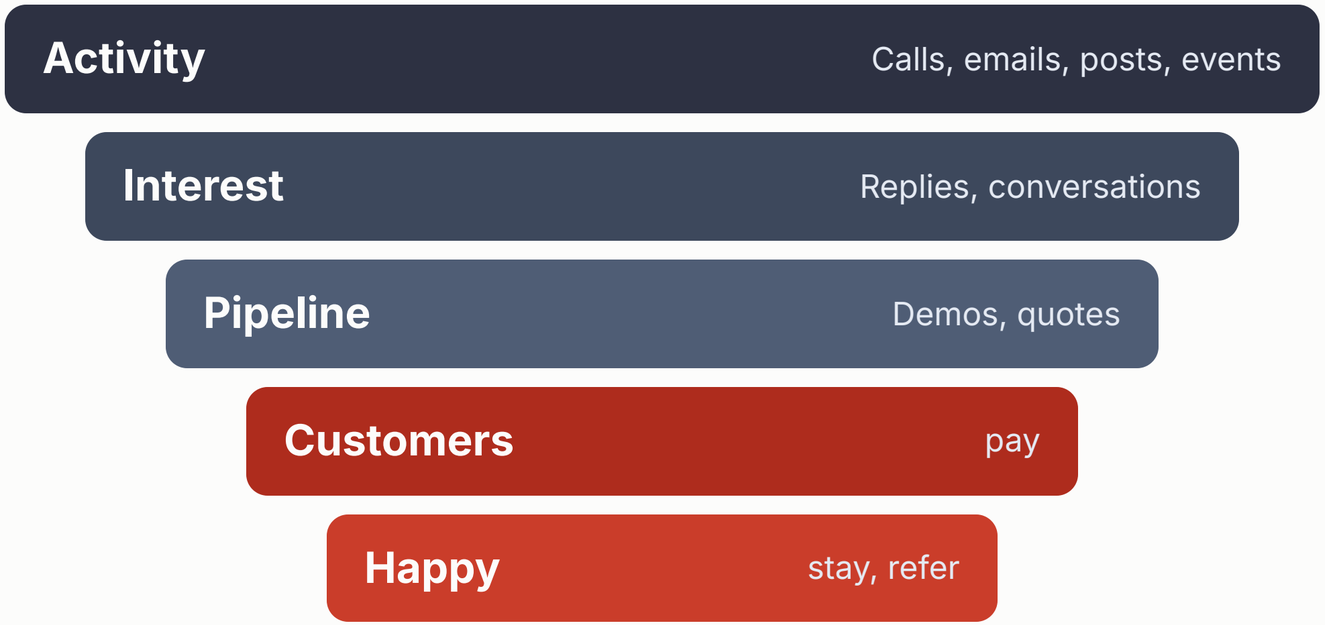
- A two-word subject that makes people curious
- A first sentence with a wink
- Variables per company: title, name, offer
- Two ways to test: call or build a demo
- At the end an easy way out: a short reply is enough.

02 · WHEN SELLING FEELS UNCOMFORTABLE

As a founder, selling is the biggest part of your job.

02 · WHEN SELLING FEELS UNCOMFORTABLE

Sales is a process, not a show.



WHAT YOU MEASURE

Count per week

Reply rate

Value of open deals

Win rate

Renewals and referrals

Sales is a process, not luck. You need persistence, not talent. Measure, analyse and improve every step of the process.

02 · FROM PRACTICE: CLARI

Sales as a process, Europe from zero

JANUARY 2020

1 person, 0 customers, no office in Europe

→

2023

~35 people, 100 customers in 16 countries



Every week

Pipeline review: every deal has a next step and a date.

Every month

Conversion per stage: where do deals get stuck?

Every quarter

Forecast against actuals. Adjust territories, team and targets.

Example: **100 conversations** → **30 Demos** → **10 quotes** → **3 customers**

02 · METHODS

Many methods, one core: sales is a process

BANT

Budget, authority, need, timing. The quick check whether a deal is real.

MEDDIC

Metrics, economic buyer, decision criteria, decision process, pain, champion. For complex B2B deals.

Challenger

Teach, tailor, take control. Give the customer a new view of their problem.

SPIN

Situation, problem, implication, need-payoff. Ask instead of pitch.

Champion or enthusiast?

An enthusiast likes you. A champion has influence, access to budget and sells for you internally.

The paper process

Who signs? Procurement, legal, IT security? How long? Ask early, or the deal dies at the end.

02 · GETTING CONFIDENT IN THE CONVERSATION

The first conversation

10-minute demo

I show the product for about 10 minutes. The rest is questions and listening.

No slides

Buyers want to see what they get when they buy.

Keep it simple

The customer sees it for the first time. Show less, ask more. Disqualify fast.

Reply fast

As an unknown, you control the experience. Reply faster than everyone else.

Lighthouse customers

Make your first customers extremely successful. Then they sell for you.

“No” often means “not now”

Stay in touch. A new decision maker sometimes reopens a deal months later.

03 · READY TO BUY

If they do not pay, they are not a customer.

Interest, likes, design partnerships and “Would you buy this?” are signals. Payment is the proof.

03 · READY TO BUY

Make the yes easy

- **Ask for little**
- **Monthly, no annual contract**
- **No setup fee: we carry it**
- **Speak the local language**
- **Cancel any time**

Every first customer brings **credibility in the market**.

rednea

1. Listen to the voices on rednea.ch.
2. Build your own assistant at rednea.ch/demo.
3. Test for a month: CHF 90, cancel monthly, no setup fee.

Worst case: you lose CHF 90.

5–25×

more expensive to win a new customer than to keep an existing one, depending on the study and industry

Amy Gallo, “The Value of Keeping the Right Customers”, Harvard Business Review, 2014

Keep everyone
Whoever you win, keep them as well as you can.

Listen and appreciate
Call, check in, say thank you. Small things count.

Deliver fast
Corporations say they are fast. You can really be fast. One of the few advantages of a startup.

03 · REFERENCES

Turn happy customers into proof

A nobody

A nobody with a website

Paying customers who show their face

Word of mouth: they recommend you

Your reputation spreads, the flywheel turns. Features can be copied. Your customers cannot. **Ask in the first weeks:** a Google review, two lines on LinkedIn, a photo for your website.

> “As an SME we have to keep costs low and still offer a good patient experience, while following data protection laws. I am very happy to have found rednea, because it meets all the requirements.”



Sergio Legrant
COO, start.physio · Google review (translated)

03 · THE FLYWHEEL

Then repeat.

Happy, paying customers recommend you. Every round brings more customers and more revenue.



MY ADVICE AS A FOUNDER

I would be remiss not to mention AI.

A few things I tell everyone who starts a company and sells: AI, website, Claude, tools and planning.

FOUNDER TIP · AI

Use AI to your advantage

2

people run Salesmotion

1	**Website**	Built with AI. AI writes, checks and optimises it for Google and AI search.
2	**Prospecting**	Lead lists, research and a personal demo for every prospect.
3	**Inbox**	Reply drafts and follow-ups, ready for a human yes.
4	**Customers**	Every morning an overview of all customers and meetings.

Start with a Claude subscription for CHF 100–200 a month. And use it for much more than emails.

FOUNDER TIP · WEBSITE WITH AI

Website, funnel, pipeline: your sales assets

AGENCY QUOTE

$21,000

for our new website, February 2026

WITH CLAUDE CODE

3 days

and less than $200 for AI subscriptions

Build	Next.js on Vercel. Claude Code writes code and copy in five languages, we review.
AI-readable	llms.txt, structured data, questions and answers in the articles.
Content	Guides, comparison and industry pages, help center.
Weekly	SEO routine, rank tracking, fact check.

WEBSITE

84 → 1,254



Visitors per week, monthly average

→

FUNNEL

151 since April



New accounts per month, to 17 Nov

→

PIPELINE

3 → 25



Meetings per month, to 17 Nov

FOUNDER TIP · CLAUDE

Congratulations: you are a manager from day 1

Connect your tools

Gmail, calendar, CRM, meeting notes. Claude sees what you see.

Use Claude Code

Works directly in your code and your folders and completes whole tasks.

Lead it like a team

Delegate clearly, write rules down once, check results.

TIP **Use the best model: Claude Opus 5.5.**

FOUNDER TIP · A DAY IN SALES

Our sales, with AI in the background







Every morning	Customer radar by email: who is waiting, who needs help, which meetings are coming up.
Per prospect	A personal demo built from their website, linked directly in the email.
On replies	Claude sends a draft to my phone. I review and send with one click.
After meetings	Meeting notes become tasks in the code, Claude implements them.
Every week	SEO routine, fact check of blog articles, campaign review.

FOUNDER TIP · TOOLS

My tools at Salesmotion and rednea

BUILD

Claude AI team	**GitHub** Code	**Next.js** Website	**Vercel** Hosting	**Supabase** Database

SELL

Instantly Cold email	**lemlist** Sequences	**HubSpot** CRM	**Cal.com** Scheduling	**Granola** Notes

RUN AND MEASURE

Stripe Payments	**Revolut** Bank	**CashCtrl + AI** Accounting	**Search Console** SEO	**PostHog** Analytics

Max out trials

Get as much value as possible during the trial, then decide.

Open and free first

Build yourself with open and free technology instead of buying expensive tools.

Be fast every day

Do not hide. Show, ask, improve.

FOUNDER TIP · PLANNING

Plan 3–6 months. Not 5 years.

DIGITAL & SOFTWARE

3–6 months

With AI, that is already long.

HARDWARE & PHYSICAL

Up to a year

Production and lead times set the pace.

MORE THAN A YEAR

Fantasy

Dreaming is allowed. Just do not confuse it with a plan.

Plans are just plans. Your first customers change your direction anyway. Watch two runways: yours and your company’s.

TAKEAWAYS

Talk to your customers. Every day.

01 · REACH CUSTOMERS

Be where your ICP is

Test all channels. Pipeline over views.

02 · SELL WITH CONFIDENCE

Sales is a process

Measure every stage. Find the champion.

03 · MAKE THEM READY TO BUY

Make the yes easy

Keep every customer. Let word of mouth work.

As a founder: use AI as your team, build with open tools, be fast every day, plan 3–6 months.

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YOUR TURN

Questions?

Now or over drinks. I am always happy to talk about sales and startups.

rednea.ch/hochschule-luzern

Slides as PDF and LinkedIn



semir@rednea.ch

linkedin.com/in/jahic