

# LONG BETS

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MATT  
DU PONT



# Long Bets

What should you do differently if you're going to be an IC seller for 5 additional years or more?

Matthew Du Pont







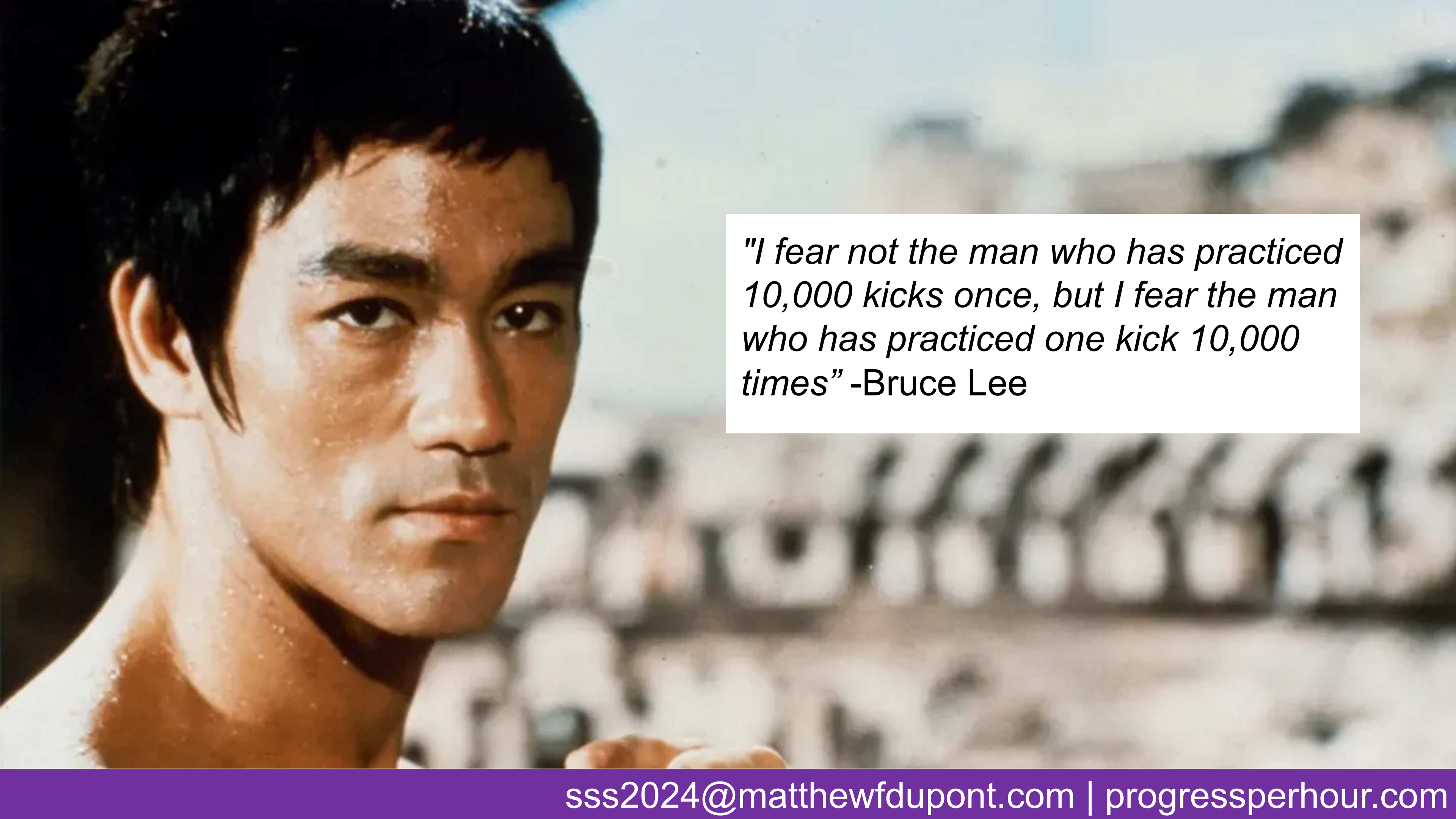
Pursuing a specific specialization

Fighting against monotony

Mastering cross-company tools

Entering and exiting companies well

Curating relationships



*"I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times" -Bruce Lee*

Not specific (2017): “I will be great at sales”



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- **Autonomy / control over time**
- **5+ years needed to be top tier leader**

Highly specific (2023): “I will become one of the 0.1% best first five IC sales hires for companies selling to engineering, product, and data teams”

- Who I've been
- Who I like
- Will these people have budget and influence for my entire career?

Highly specific (2023): “I will become one of the 0.1% best **first five** IC sales hires for companies selling to engineering, product, and data teams”

- Wide territory (frequent relocation, network)
- Process influence

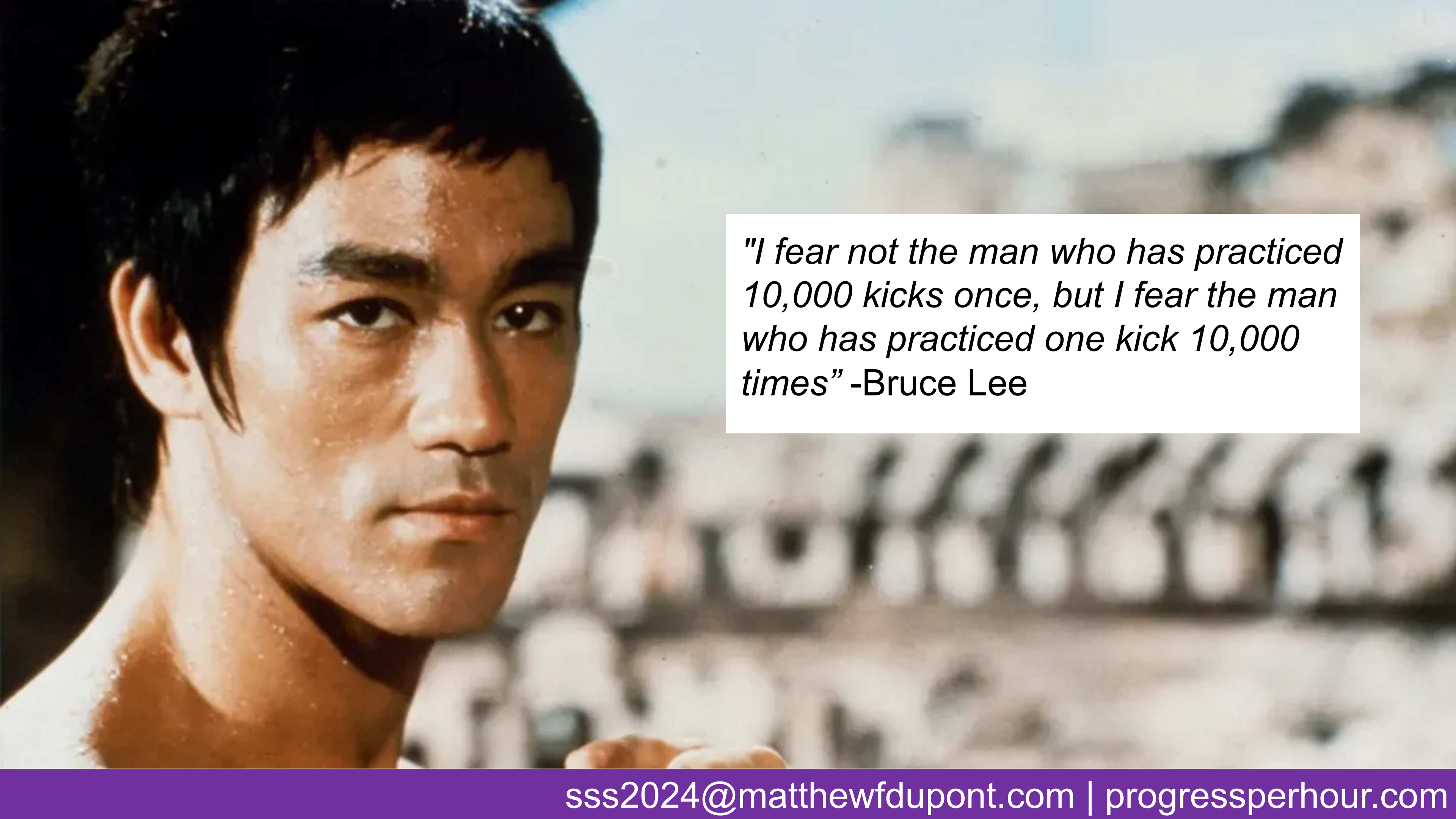
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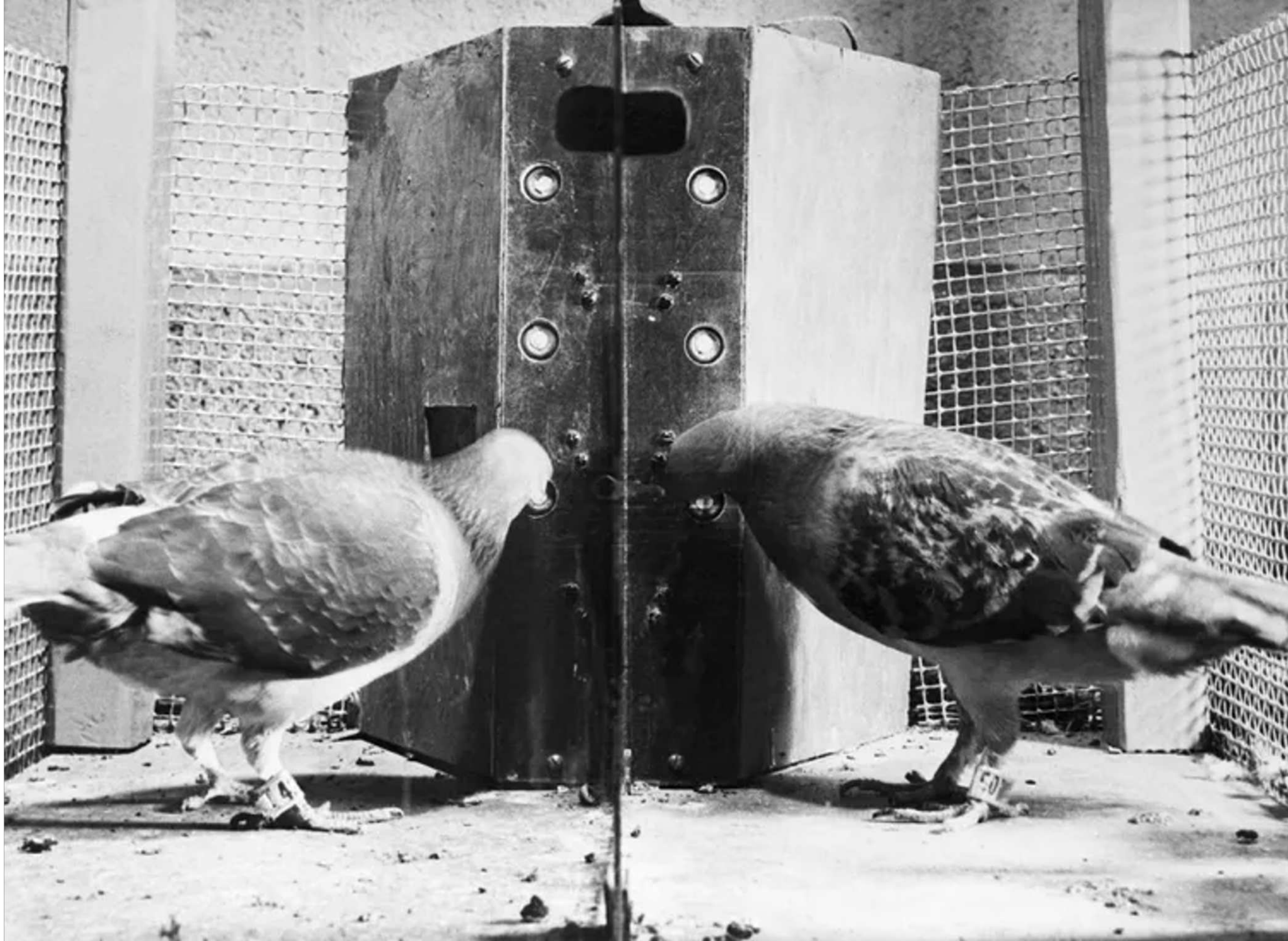
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4-work-projects.org 4 5-prospecting.org 5 6-kenzo.org 6

"Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful, lest you let other people spend it for you." -Carl Sandberg

"As you survey the challenges of your life, ask 'which of these did you assign yourself, and which are you doing to please someone else?'" -Chris Sacca

- \* Personal morning start...
- \* Morning work routine...
- \* Daily workflow
- \*\* Prep meetings that'll happen before deep work done
- \*\* On call?...
- \*\* Tier 0 GTD
- \*\* Email remind people of convos in 2 biz days, if not a recent booking
- \*\* SSS give 5 tacos and post my progress
- \*\* 15 minutes impactful prospecting
- \*\* '1 few hours' email
- \*\* Prep later meetings for today
- \*\* Full pomodoro of personal or sales learning...
- \*\* Deep work on main goals for day
- \*\* Tier 1 GTD
- \*\* '2 within BD' email

4-work-projects.org 4 5-prospecting.org 5 6-kenzo.org 6 7-daily-routine.o

"Success is fundamentally about how you spend your time." -Taylor Pearson  
"Your body is designed for success in the past. It is an antique biological machine that evolved in response to a world that no longer exists." -Zimbardo

- \* Personal morning start...
- \* Morning work routine...
- \* Daily workflow
- \*\* Prep meetings that'll happen before deep work done
- \*\* On call?...
- \*\* '2 within BD' email
- \*\* Email remind people of convos in 2 biz days, if not a recent booking
- \*\* Deep work on main goals for day
- \*\* Tier 0 GTD
- \*\* Go do something fun for 15 minutes!
- \*\* '1 few hours' email
- \*\* Prep later meetings for today
- \*\* Full pomodoro of personal or sales learning...
- \*\* SSS give 5 tacos and post my progress
- \*\* 15 minutes impactful prospecting
- \*\* Tier 1 GTD
- \*\* Prep tomorrow's meetings
- \*\* Full pomodoro of personal admin/todos...
- \*\* 15 more minutes prospecting

```
103  ✓ sales_arbitrary_order = [  
104      Task(title="Deep work on main goals for day"),  
105      Task(title="'1 few hours' email"),  
106      Task(title="Prep later meetings for today"),  
107      Task(title="Tier 0 GTD"),  
108      Task(title="SSS give 5 tacos and post my progress"),  
109      Task(title="15 minutes impactful prospecting"),  
110      Task(title="'2 within BD' email"),  
111      Task(title="Tier 1 GTD"),  
112      Task(title="Full pomodoro of personal or sales learning", note="https://keep.google.com/"),  
113      Task(title="Email remind people of convos in 2 biz days, if not a recent booking"),  
114  ]  
115  if random.randint(1,10) >= 6:  
116      sales_arbitrary_order += [Task(title="Go do something fun for 15 minutes!")]  
117  
118  random.shuffle(sales_arbitrary_order)  
119
```

<https://github.com/mattdp/lisztomania>





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## Tools you control

To do list

**Personal playbooks**

**Text expansion**

Personal CRM

Commission tracking

Generative AI prompts

## Tools set by your company

Call recording software

Wiki/Notion/SharePoint

Sequencing platform

Company CRM

Feasibility study / more disco...

Understand range of options ...

Educate on sales process

Mutual Action Plan / Campai...

Coaching mentor/champion

Building mentor/champion

Tags  
Early

Tags  
Late

Tags  
Early Unsophisticated buyer

Tags  
Early Middle

Tags  
Early Middle Late

Tags  
Early Middle Late

Corporate overview

Benchmarking vendors or int...

Exec to exec call

Demo

In-person visit (go to them)

HQ visit (they come to us)

Tags  
Middle Late

Tags  
Middle Early

Tags  
Middle Late

Tags  
Early Middle

Tags  
Early Middle Late

Tags  
Early Middle Late

```
- trigger: "zma"  
  replace: "Matthew Du Pont"
```

Hi, Matt from GrowthBook here. Pleasure meeting you today and discussing experimentation! As promised, here's more information on [our Google Analytics integration](#), and [a link to join our Slack community](#).

Best,

Matt

Hi, Matt from [GrowthBook](#) here. [Pleasure meeting](#)  
[you today and discussing experimentation!](#) As  
promised, here's more information on [our Google](#)  
[Analytics integration](#), and [a link to join our Slack](#)  
[community](#).

zgb

zple

zx

zga4

zslack

Best,  
Matt

zbv

# IS IT WORTH THE TIME?

<
< PREV
RANDOM
NEXT >
>

HOW LONG CAN YOU WORK ON MAKING A ROUTINE TASK MORE EFFICIENT BEFORE YOU'RE SPENDING MORE TIME THAN YOU SAVE?  
 (ACROSS FIVE YEARS)

		HOW OFTEN YOU DO THE TASK					
		50/DAY	5/DAY	DAILY	WEEKLY	MONTHLY	YEARLY
HOW MUCH TIME YOU SHAVE OFF	1 SECOND	1 DAY	2 HOURS	30 MINUTES	4 MINUTES	1 MINUTE	5 SECONDS
	5 SECONDS	5 DAYS	12 HOURS	2 HOURS	21 MINUTES	5 MINUTES	25 SECONDS
	30 SECONDS	4 WEEKS	3 DAYS	2 HOURS	2 HOURS	30 MINUTES	2 MINUTES
	1 MINUTE	8 WEEKS	6 DAYS	1 DAY	4 HOURS	1 HOUR	5 MINUTES
	5 MINUTES	9 MONTHS	4 WEEKS	6 DAYS	21 HOURS	5 HOURS	25 MINUTES
	30 MINUTES		6 MONTHS	5 WEEKS	5 DAYS	1 DAY	2 HOURS
	1 HOUR		10 MONTHS	2 MONTHS	10 DAYS	2 DAYS	5 HOURS
	6 HOURS				2 MONTHS	2 WEEKS	1 DAY
	1 DAY					8 WEEKS	5 DAYS

program-management, stats, slack

program-management: When running many experiments, our [program management](#) dashboard allows you to see which experiments are focused on your key metrics, as well as multi-experiment impact on key metrics

quick: Our [Quick Start Guide](#) helps see at a glance what you'll need to do to go from "I don't have a GrowthBook account" to "this is working well in production".

scheduling: [Scheduling](#) allows teams to start and stop targeting rules in the future, which helps for timed promotions and setting up launches during times when the team has high incident coverage.

stats: We have [an advanced statistics engine](#), including [regression adjustment](#) to get better results per unit of traffic and [quantile testing](#) to allow measuring the extreme ends of distributions.

slack: [Our Slack community](#) shows both a) we respond to complex support questions quickly (even when helping unpaid users) b) there are a wide variety of companies and countries relying on GrowthBook



Hi, thank you for taking the time to speak together! As promised, here is the documentation we discussed.

Best,  
Matt

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Below my signature, I've included more information on program management, advanced statistics, and our Slack community.

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#### Program Management

When running many experiments, our [program management](#) dashboard allows you to see which experiments are focused on your key metrics, as well as multi-experiment impact on key metrics.

#### Advanced Statistics

We have [an advanced statistics engine](#), including [regression adjustment](#) to get better results per unit of traffic and [quantile testing](#) to allow measuring the extreme ends of distributions.

#### Our Slack Community

[Our Slack community](#) shows both a) we respond to complex support questions quickly (even when helping unpaid users) b) there are a wide variety of companies and countries relying on  GrowthBook.

 Message ChatGPT



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Messaging  X

Sep 30 [Redacted] Global TA Strategic Start-Up Leader | Driving Growth ...  
Join Antithesis - Technical Account Exec - High profile...  
You haven't connected with [Redacted]

Sep 26 [Redacted] Founding Account Executive - Circa \$150,000 - €170,000...  
I understand you may be in a commissioned role, and will take my next steps by working with you if there might be a possible fit with the company.

Sep 25 [Redacted] Game-Changing Opportunity  
Best,  
MDP

Sep 25 [Redacted] WorldPay Opportunity!  
[0]: <https://top1.fm/episode-86-the-single-most-time-conscious-salesperson-with-matt-du-pont/>

Sep 24 [Redacted] Founding Enterprise AE @ ProjectDiscovery  


SEP 17 [Redacted] 1:19 PM  
Hi Matthew,

Sep 24 [Redacted] Lyndon K.: Thanks Matthew.  
Appreciate the honesty and note there. I don't have anything at this time that meets your current earning requirements, but I'll keep that in mind going forward.

Sep 20 [Redacted] You: Hi! I'm an PM/engineer turned salesperson who's...  
Warmly,

Sep 17 [Redacted] Kimberly: Hi Matthew, Appreciate the honesty and...  
[Thanks](#)

Sep 17 [Redacted] You: I appreciate the followup but on further reflection ca...

Sep 17 [Redacted] Samantha: Likewise :) If you ever have any referrals plea...

Write a message...  
Press Enter to Send

[key reasons I'm a good candidate]

Because things are so good right now, I'm only considering opportunities where I feel there's:

- Exceptional product market fit
- Engineering/PM/data as a key buyer **1**
- 75% chance of earning  $\geq$  \$425k pretax cash in my first year (earnings, not necessarily OTE) **2**

If you'd like to proceed, please send me:

- Company name
- Job description
- Compensation range, including cash + equity **4**
- How would I come to believe I could make \$425k+ in the first 12 months?
- What questions would you have before making a company intro? Since initial recruiter screens are generally quite similar, happy to send written async answers since that's way faster for me over time than having similar calls **5** repeatedly

I understand you may be in a commissioned role, and will take my next steps by working with you if there might be a possible fit with the company. **3**



# HOW TO GET **FIRST-ROUND** **INTERVIEWS** AT **TECH COMPANIES**

The Unusually Difficult Guide

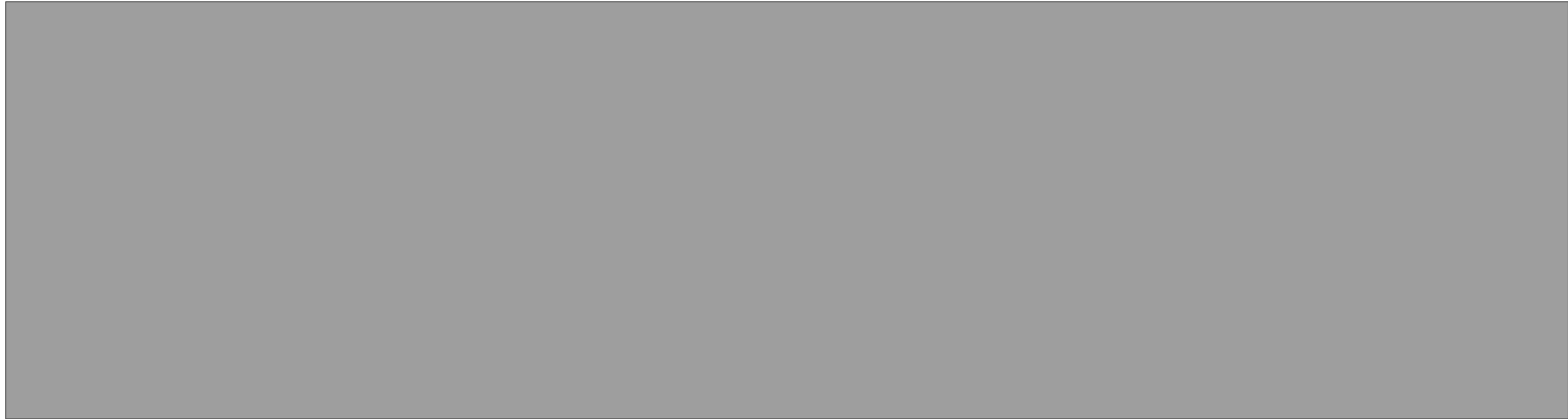
**MATTHEW DU PONT**  
OF UNUSUALLYDIFFICULT.COM

[progressperhour.com/interviews](https://progressperhour.com/interviews)

sss2024@matthewfdupont.com | progressperhour.com

## Exhibit A

### **LIST OF EXCLUDED INVENTIONS UNDER SECTION 4**



Title: General sales methods

Date: Prior to employment

Identifying Number or Brief Description: All sales and Go To Market methods, frameworks, techniques, templates, checklists and other artifacts based on Matthew Du Pont's preexisting sales knowledge not specifically related to (i) the Company's actual or demonstrably anticipated research or development or (ii) nonpublic prospect or customer information



	Name	Categories	Tags	LI	E	P	Flashcard	Notes	Current place
1	Aaron	Sales network	BDR/SDR I managed						
2	Abel	Sales network	IC sales / AE Cycling						
4	Alex	SW-focused network	Engineer Senior or principal level						
5	Alex	Sales network General tech network	Founder						
6	Alleg	Sales network	Sales manager						
7	Amm		:x: Deliberate network 2024						
		Sales network	BDR/SDR						



**Graham McNicoll**  · 1st

Co-founder & CEO at GrowthBook (YC W22)

[REDACTED]

secure the largest deals in the company's history. Matt exceeded expectations in his first year at GrowthBook, achieving 169% of his sales target.

[REDACTED]



**Jeff Vyduna** · 1st

Bespoke lightwork

[REDACTED]

Matt will be a top producer on your sales team. We're parting on the best of terms and he's the best AE I've ever worked with. Using

[REDACTED]



**Jeremy Smith**  · 1st

President at Ironclad

[REDACTED]

Matt "MDP" was LaunchDarkly's top Enterprise AE by attainment in his ramp year, and led in both revenue and attainment in his first full year selling.

[REDACTED]

On



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BUSINESS DEVELOPMENT TEAM LEAD,  
ASCEND TECHNOLOGIES

**Kevin Piket**

**Building Revenue Through Referrals**



SENIOR ACCOUNT EXECUTIVE  
AT DELL

**Leon Baumann**

**Be Your Client's Champion**



# ProgressPerHour

Getting interviews in tech

Working with me as a seller

**I'm Matt ([LinkedIn](#)), and if I've directed you to this page, I think we've enjoyed talking together so far and would get along well in the future.**

My hope is that whether or not we're working at companies that are relevant to each other, you and I take the time for us to speak together about once a year.

I'll pledge to be blunt and honest about the companies and products I represent, and not hide from their downsides. Additionally, I'll aim to help with whatever problems or questions you have that I can assist with, whether or not it's related to work.

## Why you might find this interesting

- It's fun and useful to develop long-term relationships with people you respect
- It's rare to find vendor representatives willing to tell the unvarnished truth when it's against their short-term interest
- In the narrow area of development tools I focus on, I'll be able to summarize the market more quickly than your team can research
- I'll assume you don't want to work for money forever either, and do my best to financially incentivize you when you're able to help me sell

SEP 9

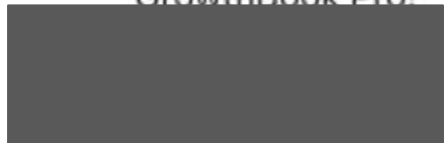


**Matthew Du Pont** (He/Him) · 9:49 AM

Hi Stratos! In case I'm I contacting you a year or two from now about something relevant, can you confirm to your future self by responding "yes" to this message that:

- a) I didn't try to sell you a more expensive plan your team didn't need
- b) I was extremely honest
- c) I technically knew what I was talking about

Thanks and best of luck getting started on GrowthBook Pro!



· 10:31 AM



SEP 17



**Matthew Du Pont** (He/Him) · 4:11 PM

Hey Fernando, just followed up as promised.

In case I'm I contacting you a year or two from now about something relevant, can you confirm to your future self by responding 'yes' to this message that:

- I didn't try to sell you a more expensive plan your team didn't need
- I was extremely honest
- I technically knew what I was talking about

I'm sure you talk to many people and hopefully this will help remind you that we had a worthwhile set of conversations.

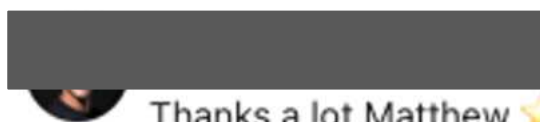
Thanks and best of luck getting started on GrowthBook Pro!



SEP 18

(He/Him) · 3:19 AM

Absolutely YES 🙌



(He/Him) · 3:21 AM

Thanks a lot Matthew ⭐

SEP 9



**Matthew Du Pont** (He/Him) · 9:49 AM

Hi André! In case I'm I contacting you a year or two from now about something relevant, can you confirm to your future self by responding "yes" to this message that:

- a) I didn't try to sell you a more expensive plan your team didn't need
- b) I was extremely honest
- c) I technically knew what I was talking about

Thanks and best of luck getting started on GrowthBook Pro!



Hey Matthew, this is interesting lol



But this is 100% accurate, you helped us a lot!



# SPY VS SPY



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*“The best time to plant a tree was 20 years ago. The second best time is now.”*

-Source unknown;  
not a Chinese proverb



[sss2024@matthewfdupont.com](mailto:sss2024@matthewfdupont.com)