

# Meet the entrepreneur

## Besnik Vrellaku, Salesflow.io

Welcome to our series, 'Meet the entrepreneur', where we sit down with founders, CEOs and the like and get to know the person behind the business.

Besnik Vrellaku is a serial entrepreneur, investor and the CEO and founder of Salesflow.io, and is this week's business owner for 'Meet the entrepreneur'.

### Q: Can you tell us a bit about the business?

**Besnik:** Salesflow stands at the forefront of the Go-To-Market (GTM) software landscape, spearheading a transformative shift in B2B lead generation for scale-ups leveraging email and LinkedIn as a multi-channel engine for outreach. With a reputation endorsed by industry giants, such as Hubspot, Monday.com, LaunchDarkly, Gocardless and HiBob, Salesflow.io empowers sales and marketing leaders with unmatched software. We enable the identification of high-quality leads cost-effectively.

### Q: What is your Monday morning routine to get you in the mood for a successful week?

**Besnik:** My Mondays actually start on Sunday. For me to have a productive Monday and for the rest of the week, I work at least six hours on Sundays and have done so for the last eight years now. This has always been what keeps me from not feeling so pressured by what's coming on Monday and the rest of the week.

I don't have meetings on Monday mornings. I always have them in the afternoon. I tend to go about it by digesting all the new information from that morning for the week. I don't use any apps or fancy to-do lists. I have a notepad, and I go through my list of priorities, and I schedule those things accordingly.

### Q: What is your favourite podcast to listen to or book to read for business advice?

**Besnik:** Navi Kant's book is one of my favourites, and I read it repeatedly. A lot of other books I read are really focused on the key weaknesses that I have, that I know I need to work on, and I tend to focus on those books.

I really like to have a narrow focus on what I read and do, as opposed to reading lots of random things that could be way too generic and broad, and have no short-term or mid-term impact on my business.

### Q: How do you navigate the digital world as an entrepreneur?

**Besnik:** Fortunately for me, growing up in a very digital world and being young in the business, the digital world was really second nature. I am digital-first, especially in technology and business. I certainly knew using all the future-based tools would add huge amounts of value in terms of running an online digital-only business.

A lot of information online nowadays is very commoditised, but you have to get to know particular events and people to access niche information.

You have to try and niche yourself to be part of these circles of information so that you can continue to test where the future of the digital world continues to evolve. That's how I approach it and what I would advise a lot of people to do. Continue to be very open-minded about new technologies and to rapidly test new systems and approaches that can make your business continuously more effective and competitive.