

# FRACTIONAL SALES MANAGEMENT



**GOAL: Drive activity and revenue by providing day-to-day sales leadership to implement agreed upon deliverables as well as help hire a permanent replacement for the sales leader position.**



## PERFORMANCE MANAGEMENT

Establish a Sales Operating System in order to conduct both group and one-on-one meetings with the sales team. Our focus will be to develop skills and manage performance by holding salespeople accountable to activity goals and results.



## SALES COACHING ACTIVITIES

- Ensure salespeople have a plan and are focused on the right opportunities
- Provide coaching and training to develop sales skills
- Strategize with salespeople on account planning and opportunities
- Develop and coach to a defined Sales Process specific to your company



## PERSONNEL RECOMMENDATIONS

Make recommendations to senior leadership regarding sales team staffing including, but not limited to:

- Hiring/termination decisions
- Changes in team structure
- Onboarding of new salespeople
- Permanent sales leader selection and transition assistance



## COMMUNICATION UPDATES

Provide senior leadership with updates regarding:

- Sales pipeline and forecast
- Sales team performance
- Insights, successes and/or issues from each week
- Weekly phone calls or meetings with other department heads as needed



## MEASUREMENT SYSTEMS

Continue delivery of key metrics and scorecards to measure effectiveness and progress

## DELIVERABLES INCLUDE:

- Input on Growth Strategy
- Implemented Sales Operating System
- Defined Sales Process
- Defined key metrics and scorecard
- Job Profiles and onboarding plans for new hires
- Compensation plan reviews
- Established pipeline and forecast
- Sales Training as needed



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