



The Fractional Sales Executive How to Get World Class Sales Leadership w/o the Fixed Cost Burden

Would you like Lou Holtz to be a coach at your kids' school? Would you like Franklin Graham to be your church's minister? A likely fact is, like so many other terrific talents, it's not feasible due to cost. Or maybe it can be afforded but due to lack of scale, it does not seem appropriate. And the sad fact is, many organizations today "don't know what they don't know" about some of their most precious part of their company simply because they have not been exposed to the knowledge.

Consider hiring a fractional sales executive. This is a C-suite "hire" who provides strategic insights and leadership skills to a startup or an established firm, on a part-time or contractual basis. They can provide you with a myriad of benefits.

Pros

- An outsider's perspective. As just one example, let's say your company's sales are gaining ground on your competitors yet your gut says there remains opportunity cost. Who wants to be the one to suggest exploring the potential for vast improvement? Talk about political suicide or throwing a wet towel on the sales force.
- Recession friendly. Get the expertise without the expensive compensation package, benefits, etc.
- Scale with your needs, not theirs. Heavily engage them for a product launch, scale way back during a time of steady-state.
- Interim leader: Need to cover for someone on extended leave, or had to let someone go? Use the fractional asset to fill in the gap.
- Their experience often enables them to get more done in a day than others could accomplish in a week.

Cons

- Lack of cultural awareness. Having just a few hours a week to be with the team does not leave a rich opportunity to immerse themselves in the culture.
- Availability. If you find yourself needing say 30 hours/week of their time, it may not be an option as they will likely have other commitments.

Summary

Outsourcing for talent is a smart move. The scope can be narrow or broad, the term short or long. They can be used as a scapegoat or an enriching coach. They can be deployed at a strategic level to address say an organizational review. Or tactically to coach individuals, whether they be management or individual contributors.

If you want to explore this option, give us a ring.

