ELEVATE YOUR BUSINESS WITH FRACTIONAL LEADERSHIP

Case Study: Fractional RevOps/ Go-to-Market Engineering [B2B eCommerce Co]

OVERVIEW:

Reason for interest in fractional:
Small, scrappy team with limited budget but a long list of needs. Tech breaking daily, needed long-term strategies.

Duration:
Initial duration, 3 months. Extended month-to-month for 18 months until ready to hire FTE.

FOCUS:

Initial Focus:
Fix what's on fire, which was everything. Full end-to-end rebuild, implementing new tools, AI, and removing volatility.

Later Focus:
Optimize for prospect journey, automated outreach & nurture programs, lead scoring, data room.

HIGHLIGHTS:

- *Immediately **stabilized systems** for the sales team*
- *Reduced sales admin time from **60% to 10%***
- *Eliminated redundant systems leading to **$60k savings** per year*
- ***Enabled access to reliable data**, allowing the business to move faster and increase sales by **35% YOY***

Why More Businesses are Choosing Fractional:

BENEFIT	FRACTIONAL HIRE	TRADITIONAL FTE HIRE
Time to Value	Start within 1-2 weeks with reduced time/effort from the team	Average 4+ month hiring cycle with lots of distractions for the team
All In Cost	1099 means no benefits, payroll taxes, and flexibility as needed	Locked into FTE and overhead, future expectations of growth, etc.
Onboarding Time	Fast start playbook reduces team time commitment by 90%	Hours/days/weeks of team time required to get fully up to speed
True Partnership	No politics or games, true expertise and proven leadership from Day 1	FTE dynamics often mean playing politics and divided goals/focus
Costly Mishires	Clean, drama free exit spelled out from the beginning	Avg. tenure of 15 months leads to wasted time, money and effort

LIMITLESS
GROWTH CONSULTING AGENCY