

ELEVATE YOUR BUSINESS WITH FRACTIONAL LEADERSHIP

Case Study: Fractional Head of Sales Enablement [Fintech SaaS Co]

OVERVIEW:

Reason for interest in fractional:

HR owned enablement part-time, and gaps in product/sales/process were handicapping the sales team.

Duration:

Ongoing: All sales onboarding training, monthly rotating topic training by team, quarterly team performance training.

FOCUS:

Initial Focus:

Establishing enablement playbook to include strategy, methodology, best practices, and what works/ doesn't.

Later Focus:

Small ongoing playbook updates, systematic enablement across the full sales org focused on performance.

HIGHLIGHTS:

- *Reduced onboarding ramp time from **6 months to 2.5 months***
- *Improved sales team productivity by **40% in 60 days***
- *Increased revenue by **60% in 4 months***
- ***Enabled front line managers** to coach performance more effectively and have more deal involvement*

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