

# ELEVATE YOUR BUSINESS WITH FRACTIONAL LEADERSHIP

## Case Study: Fractional Head of Sales [B2C Services Co]

### OVERVIEW:

#### Reason for interest in fractional:

First Head of Sales, taking over Founder-Led Sales. FTE not in the initial budget but growth was stalled.

#### Duration:

Initial Contract = Month to Month. Extended to 6 months total, now transitioned to ongoing advisory

### FOCUS:

#### Initial Focus:

Explore new growth levers, additional channels and optimize current sales process.

#### Later Focus:

Full funnel optimization, automation, data & reporting, move from Sheets to Hubspot CRM

### HIGHLIGHTS:

- Revenue growth of **120% in 6 months**
- Established channel partner strategy, generating **20% of total revenue**
- Dashboards and investor reporting allows for **rapid testing** & quick decisions
- **Sales Playbook** fully documented and handed off to FTE we helped hire

## 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