

# Fractional Sales Leader (FSL)

## Operator-level leadership 1 to 2 days per week

A part-time executive for growth-stage SaaS, AI, and industrial-tech vendors selling into asset-intensive markets. Steady leadership on deals, pipeline, and forecast each week, with a cadence managers can run.

### 1. Does this look familiar

- Leadership is stretched across product, fundraising, hiring, and sales
- Managers step into super-rep mode while coaching stays ad hoc
- Pipeline reviews slip and the forecast changes week to week
- Big deals stall without executive air cover and clear next steps
- New hires take too long to ramp and talk tracks vary by rep
- New regions or verticals launch without a localized value story

If two or more sound familiar, this puts consistent leadership behind your revenue engine so progress does not depend on luck.

| BEFORE FSL                                                | AFTER FSL                                                          |
|-----------------------------------------------------------|--------------------------------------------------------------------|
| Leadership stretched, ad hoc coaching, forecast surprises | Weekly leadership cadence, manager coaching, predictable forecasts |

### 2. What is the Fractional Sales Leader

Ongoing, part-time leadership at 1 to 2 days per week. I steer strategy and cadence while your team executes. You get a weekly pipeline and forecast call, a monthly deal-desk or coaching workshop, board or investor deck review, done asynchronously, and a chat or email hotline for pivotal moments. Hiring support and new-market input are available on request. I do not manage reps day to day. I coach leaders, shape the system, and support the critical deals.

### 3. What you get each month

- **Weekly pipeline and forecast call**  
One cadence that keeps deals moving and makes forecasts predictable.
- **Deal-desk or coaching workshop**  
A monthly deep dive to unblock live opportunities or sharpen manager coaching.
- **Executive deal strategy**  
Sponsor mapping, mutual action plans, value proof, and risk calls on top opportunities.
- **KPI snapshot from your CRM**  
Pipeline coverage, stage conversion, win rate, and forecast variance in a simple view.
- **Enablement feedback loop**  
Refinements to discovery, qualification, talk tracks, and proof points based on real deals.
- **On-call support**  
Fast help on pricing strategy, late-stage stalls, and board questions.



Pipeline review checklist



KPI snapshot card

### 4. How it works

- **First 30 days:** Align stage definitions and inspection points. Run the first deal-desk. Calibrate forecast and set the operating rhythm.
- **Weekly:** Pipeline and forecast call. Executive-level deal strategy on top opportunities.
- **Monthly:** Deal-desk or coaching workshop. KPI snapshot and action notes to leadership.
- **Quarterly:** Board or investor prep with risks, proof, and priorities.

This model is engineered to take your team to the next level.

### 5. Designed for tech vendors selling into asset-intensive industries

This retainer is for **technology vendors**. That includes SaaS platforms, AI software, connected hardware, and advanced industrial equipment providers that sell into asset-intensive markets.

#### My customers usually sell into:

- Manufacturing and Materials
- Infrastructure and Construction
- Energy and Utilities
- Metals and Mining

Primary geographies United States, Canada, United Kingdom. Select work in Europe and Latin America. English and Spanish.

### 6. Why leaders book this

- Steady leadership so pipeline and deals move every week
- One operating rhythm the company follows, not six versions
- Predictable forecasts with one CRM view everyone trusts
- Managers who coach a system instead of carrying every deal

Deal momentum every week. Forecasts you can stand behind.

### 7. Who benefits most

- **For founders:** one operating rhythm and a dependable forecast
- **For sales leaders:** a cadence managers run, not six versions
- **For finance:** fewer surprises and cleaner margin
- **For investors:** a system and metrics you can track

### 8. Proven track record

In past leadership roles I've helped scale companies by:

- **3x ARR** in <12 months at two scale-ups
- **7x Pipeline Growth** year over year
- **30% Shorter Cycles** with stronger qualification
- **\$20M+ Contracts** with global leaders

While this is an advisory retainer, it applies the same operator-level discipline behind these outcomes.

### 9. What we'll need to start

- A weekly pipeline slot on the calendar and a point of contact for coordination
- CRM snapshots for pipeline, stage definitions, and forecast view
- Three priority opportunities identified for executive deal strategy in the first month

If you want flexible support for pivotal moments, add Advisor on Call. **While your retainer is active, I'll apply a 20% discount to each 5-hour Advisor on Call block.**

## Let's talk

**Ready to put steady leadership behind your pipeline and forecast?**  
Book a 20-minute intro. We'll confirm fit, align the focus for your retainer, and set the weekly cadence.

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