A journey through a fractional sales rep program

Step 1: We build a pipeline of qualified leads



- Contact list development
- Program script development
- · Mature & experienced sales team
- Program diagnostics

Step 2: We build a fractional sales rep program



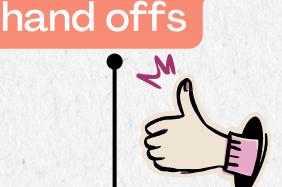
- · Sales strategy development
- · Fractional sales rep training
- · Sales talk track design and development
- Program workflow and sales cycle stages are developed

Step 3: Your fractional sales team advances leads through your sales cycle



- We advance appointments to the next stage of your sales cycle
- These highly qualified leads are converted in to "next stage" appointments
- We track sales cycle activities via the program dashboard

We create warm sales lead



 Once a lead reaches a critical stage in the sales cycle, typically when the prospect expresses a strong interest in your product or service and are ready for a proposal, your fractional rep initiates the warm handoff process.

