

# 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 into "next stage" appointments
- We track sales cycle activities via the program dashboard

## We create warm sales lead hand offs



- 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.