



# FRACTIONAL SALES MANAGEMENT

Fractional sales management has many benefits, but it is not for every company. While it can help you retain superior sales leadership talent for a fraction of the cost, for some business leaders it is hard to get past the notion that there is not a resource on site at all times watching over the sales team. However, there are many advantages to this method that allow you to better focus on the sales organization, and it is typically cheaper than recruiting, on-boarding and paying a traditional sales manager.

## IS FRACTIONAL SALES RIGHT FOR YOUR ORGANIZATION?

First you must ask, what do you need in a sales manager. Over the past few weeks we have talked about the importance of [defining your sales process](#) and how to effectively drive your sales enablement strategy with a [defined sales playbook](#), an effective [training plan](#) and knowing [how to build out your team](#).



Many organizations lack the time, and available talent, to focus on the key areas that drive sales effectiveness or have trouble finding it through traditional recruitment efforts. Very often in small to medium sized organizations the time a typical sales manager can spend on the business is limited due to being pulled in so many directions related to account management, customer service activities or even owning a quota carrying territory themselves for example. Additionally, many sales management candidates have not developed the skills to lead a team through a structured sales methodology, coach a sales team to the highest level of functionality possible or develop a long term sales growth strategy.

Fractional sales management can be an alternative way to address the key areas of sales process improvement, salesforce accountability as well as training and coaching without having to incur the overhead of a full time sales manager. In most cases, a highly skilled sales leader can drive these activities in less time with the use of industry leading sales best practices and leveraged experience. This will allow for the development of a long term sustainable sales organization and as the momentum grows less time will be required to manage the team making an effective part time sales resource very attractive from a operational cost vantagepoint.

## ACTIVITIES OF A FRACTIONAL SALES MANAGER

### CREATE A DEFINED SALES PROCESS

A fully defined sales process will outline how your team initially engages your prospect and how they guide them to opportunity closure. Once this process is defined, and systems are put in place, a fractional sales manager can help drive accountability through pipeline review, deal management and account planning activities for your current sales team on a weekly and monthly basis without incurring the cost of a full time resource.

### DEVELOP AN ON-BOARDING PROCESS

Many organizations struggle with on-boarding new sales hires. While over 70% of companies say they have on-boarding processes, less than 30% of reps say that the training was beneficial. An effective fractional sales management resource can implement and drive an enablement strategy with the creation of a sales playbook that will integrate into your overall hiring strategy to ensure that new team member ramp up quickly.

### TRAINING AND COACHING

[Research](#) shows that almost 50% of sales managers spend less than 30 minutes per week coaching their sales team. This is primarily because given their overwhelming workload they lack the time to effectively coach their team. That same research indicates that companies with formal coaching programs achieve 28% higher win rates. A fractional sales manager has the ability to focus their efforts on coaching the team in areas such as prospect penetration, call planning, deal advancement and account management allowing field reps to more effectively acquire and close opportunities.

### IS FRACTIONAL SALES MANAGEMENT AN OPTION?

Kallan Sales Development works with manufacturing organizations to implement effective sales processes and scalable enablement solutions that increase sales velocity and drive revenue generation. As part of our [Fractional Sales Management program](#) we will work closely as part of your organization on a contracted basis that is tailored to your specific needs to drive process, enablement and coaching activities.

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[Contact Us](#) today to discuss your sales development goals.