Why SaaS Startups & SMBs Are Making The Shift To Fractional Chief Sales Officers (CSOs)

BAG | Sales Excellence

Cost Savings

50-70% less* than full-time executive compensation, with no benefits, equity or overhead costs

Access to Better Talent

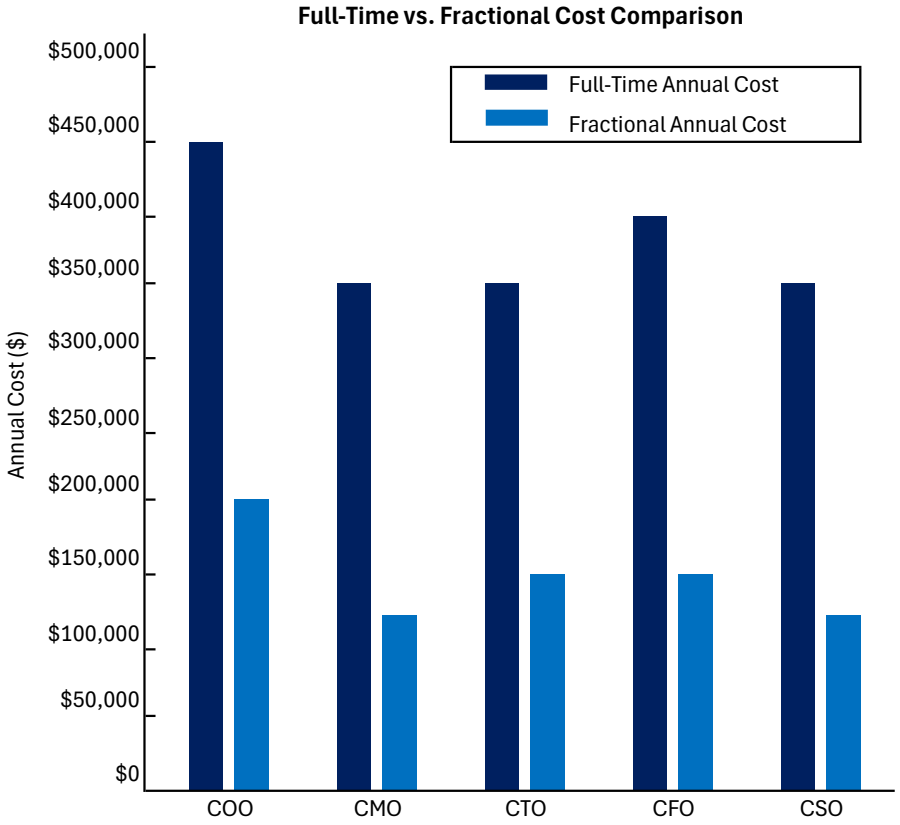
Companies can afford higher-calibre expertise that would be out of reach in a full-time role

Flexibility & Scalability

Adjust executive resources based on changing business needs and growth stages

Reduced Risk

Easier to change direction if the fit isn't right, with shorter commitments and clearer expectations



Companies save $200,000+ annually per executive position*

*Source: SHRM Worldforce Survey