

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



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

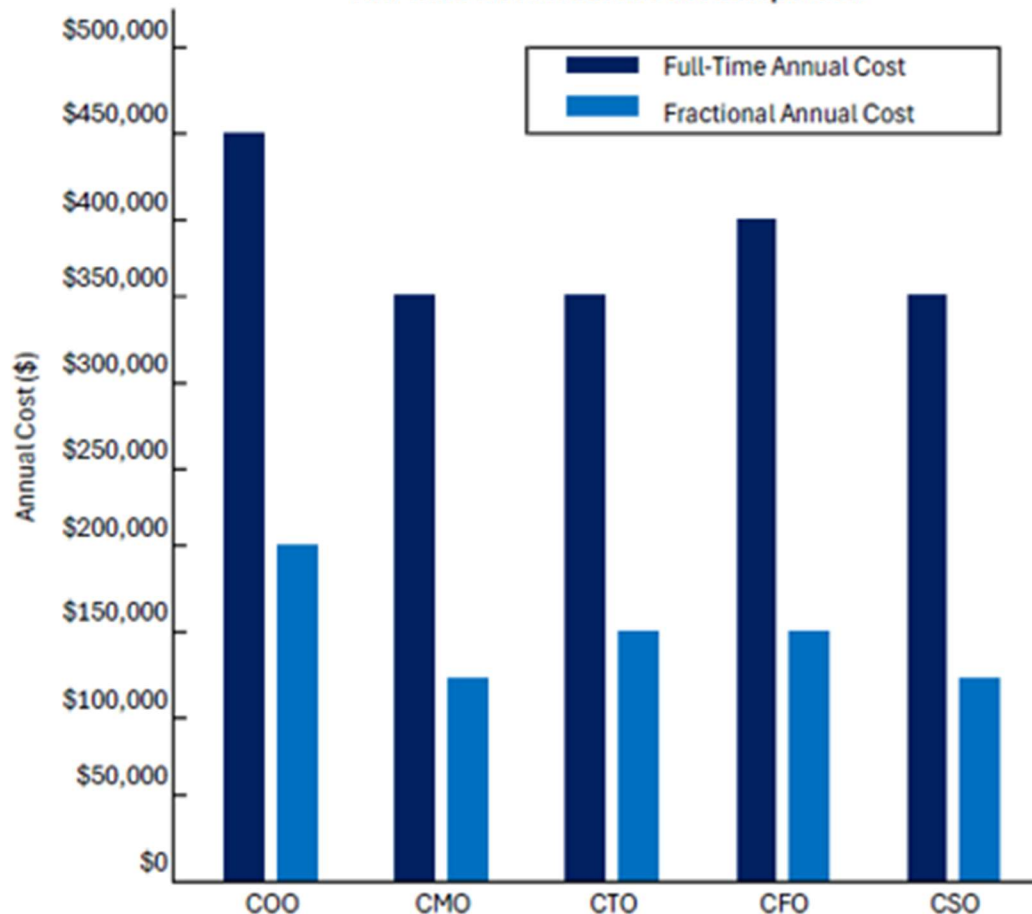
Adjust executive resources based on changing business needs and growth stages



Reduced Risk

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

Full-Time vs. Fractional Cost Comparison



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

*Source: SHRM Worldforce Survey