



STRATEGIC SALES DYNAMICS

Client Services

Fractional Sales Director and Retained SERVICES



Retained Opportunities for growing your businesses:

Strategic sales and business mentoring

COST EFFECTIVE FRACTIONAL SALES DIRECTOR AND ADVISORY

The **RETAINED** services offer a way to have in your business the services of a **Strategic Fractional Sales Director** to work directly with you and your team both on and in the business

Sheree Owen has a wealth of experience and expertise in sales and business growth and people development functions and shares that a Fractional Sales Director can be a very cost-effective way of having high level support that is focused directly on your business growth – an expert external view and internal analysis can help to pinpoint areas for development and strategic initiatives.

Fractional Sales Director & Strategist:



Business Growth **Assured**

Sales: Revenue: PROFITABILITY business expansion and scaling.

Product or Service business-based consultancy

6-month programme retainer consultancy
container: working on and in your business

The options for support include the following

- ✓ Includes **two or four days a month in your business (this can be half days on request)**
- ✓ Audit of sales systems, and anything sales process related with recommendations to improve internal systems
- ✓ Identification assessment and review of sales figures, profitability and growth areas
- ✓ Assessment of sales function and upsell/ sales opportunities
- ✓ Sales and marketing operations assessment including social campaign plans
- ✓ Build Directors' leadership development and capacity: Develop & delegate:
- ✓ Access to me for questions and feedback, responses to questions around sales staffing, roles, assessments, team dynamics
- ✓ Access to frameworks, support on processes and review of marketing and sales and customer service driven systems, content and sales pipeline management includes if required creating a tailored follow up process.
- ✓ TEAM: This option includes the *CORE 90 PROGRAMME that runs alongside your mentoring for your CORE team to develop through the 12-week coaching programme
- ✓ Improve the business lead to sales conversions, relationship building and confidence for all staff dealing with customers to close sales profitably.

Strategic sales dynamics 2024

info@shereeowensalesstrategist.co.uk

www.strategicsalesdynamics.co.uk



Retained Opportunities for growing your businesses:

Strategic sales and business mentoring supporting people and profit

The service of Fractional Sales Director Sheree Owen is designed to be a fully comprehensive option to work on your business supporting the Director/Founders providing you with a dedicated FSD to work IN and on your business growth. Focused on your growth, revenue and sales expansion in alignment with your company values, vision and mission. Sheree has a wealth of experience in adding value and revenue (sales) developing teams to deliver targeted results to assist businesses to grow.

Contract available from 6 MONTH MINIMUM £9000 - £1500 per month

Additional day a month £3000 for 6 months or add on to your 6-month contract - £500 per month

- ✓ Includes 2 days a month (or 4 half days/weekly) in your business by agreement
- ✓ One in person strategy half day at the start to scope the project – typically 10am to 2pm
- ✓ This can be part in person /remote depending on logistics and scope following the Strategy half day
- ✓ 2 x 60 min zoom calls monthly in between the days in your business

(ACCOUNTABILITY track, and action zoom calls every other week)



Mentoring for YOUR team is included in the retained services packages

Focus on: Sales: Customer expansion business growth and personal leadership coaching

Grow your business: by growing your team performance, collectively and individually

Communication, confidence, clarity, sales performance, upsells, customer expansion and retainment

- ✓ Assess: Review Analyse: data reports, financial overview and identification of revenue and profit capacity
- ✓ Identification of the business / brand growth areas
- ✓ Employees and Team within and external
- ✓ Collaborations and partnerships
- ✓ Customer Segments and revenue attributable to Products/ Services /Profit
- ✓ The Sales Function:
- ✓ Growth Strategies
- ✓ Organisation structure
- ✓ Systems processes procedures and operations

Strategic sales dynamics 2024

info@shereeowensalesstrategist.co.uk

www.strategicsalesdynamics.co.uk



Retained Opportunities for growing your businesses:

Investing in YOUR Business and People

- ✓ Clarity 4D Leadership self-development profiling is included for 5 senior staff
- ✓ Quarterly strategic reviews, analysis and recommendations based on long term goals and interim performance based on KPI's is included in the FSD retainer
- ✓ **Leadership coaching / mentoring sessions (CORE 90 programme is included for your team coaching) – Please ask for programme details per person this is £1500 for 90 days the 2)**

Why It Matters:

Leaders who engage in mentoring are better equipped to lead their people effectively, adapt to challenges, and inspire their teams toward achieving shared goals.

This is your opportunity to ensure your move decisively and successfully in the right direction.

To book an initial assessment and consultation email: info@Shereeowensalesstrategist.co.uk

Partners:

Strategic Sales Dynamics works with selected partners that offer complimentary services that may be required in the scope of a contract or project, where the business may seek additional expertise, if applicable an initial quote can be provided.

Additional sales related business development services & project work can be delivered by trained associates of Strategic Sales Dynamics in our methodology. Usual scope of project would be a minimum of 12-week contract.

My VISION for you and your business:

The core aim is to deliver practical solutions that powerfully align with your business Vision and Mission that will help you to build better firmer foundations, plan your growth trajectory and create a strategic approach to scaling that you and your team can implement. Together with an authentic aligned and integrity driven focus this approach and partnership can work to embrace the business strengths, refine its position in the market and review the business offerings for your existing clients, prospects and audience. This will create the platform **for your unique Sales Dynamic** that will drive sales growth, people development and their success dynamics, profitability and business longevity.



Retained Opportunities for growing your businesses:

CLIENT SERVICE



Fractional SALES Director

Option One: 2 days per month

- ✓ Includes 2 days a month (or 4 half days/weekly) in your business by agreement this can be part in person /remote depending on logistics and scope following the Strategy half day
- ✓ One in person strategy half day at the start to scope the project – typically 10am to 2pm
- ✓ 2 x 60 min zoom calls monthly
- ✓ Includes **Core Team 90-day coaching programme** for up to 3 staff
- ✓ Staff sales training if required FSD can coach and mentor new staff or existing

FSD Contracts available for

2 days per month 6 MONTH MINIMUM

- ✓ **£9000**
- ✓ **£1500 per month**
- ✓ **Add ON Additional day a month £3000 for 6 months or after the 6 month contract**
- ✓ **£500 per month**

FSD Contract available 2 days per month 12 Months

- ✚ **£15000**
- ✚ **£1250 per month**
- ✓ Includes 4 days a month in your business by agreement this can be part in person /remote depending on logistics and scope following the Strategy half day
- ✓ One in person strategy half day at the start to scope the project – typically 10am to 2pm
- ✓ Includes **Core Team 90-day coaching programme** for up to 3 staff
- ✓ Staff sales training if required FSD can coach and mentor new staff or existing

Option Two: 4 days per month (one day a week with exception of public holidays) available as retainer of £25000 for the year for full details please request this is bespoke to your company.