



Fractional Sales Leadership in Action

The Company:

This fast-growing company offered both digital and physical storage solutions to business and consumers across several cities in the Midwest, and they faced their first prolonged sales plateau.

The Challenges:

The company's rapid expansion placed a heavy burden on the CEO, who became their head of sales, as well as operations, finance, and everything else – instead of the visionary leader he wanted to be. Recognizing the need for dedicated sales leadership, they promoted their top salesperson to sales executive, but unfortunately, this move pulled a high performer away from direct sales, which hindered growth.

The ideal solution was to engage Jump Turn Data as a fractional sales executive – someone who could provide part-time leadership and guidance to the sales team as the company continued to scale, without having to invest in the high cost and lengthy recruitment process associated with hiring a full-time executive.

The Solutions:

- **Custom Sales Funnel:** We built a tailored sales funnel to optimize the lead generation and conversion process.
- **Sales Leadership & Goal Setting:** Jump Turn provided leadership and coaching to the sales team, setting clear expectations and individual goals for each member.
- **CRM Integration:** Seamlessly integrated their existing CRM software with the new funnel, enabling full tracking of all leads + opportunities.
- **Bid Management:** Implemented a bid management system to improve oversight of pricing and negotiation processes.
- **Internal Communication:** And we established internal feedback loops and communication channels between sales, operations, and other departments, significantly shortening job processing times.

The Results:

- **Client Engagement Increased by 24%:** Within the first three months, client engagement surged by a remarkable 24%.
- **Sales Plateau Transformed:** The beleaguered sales plateau morphed into a new springboard for exponential growth.
- **Improved Employee Satisfaction:** The focus on clear roles and efficient processes led to a noticeable increase in employee satisfaction.