



## Understanding Fractional Sales Management: The Benefits of Flexible Sales Leadership

### Description

In today's fast-paced business world, flexibility is key. You may have come across the term "fractional sales management" but aren't entirely sure what it means or how it could benefit your business. Whether you're a startup with a small sales team or an established business looking to scale without breaking the bank, fractional sales management might be the perfect solution for you. It's a game-changer for companies that need expert sales leadership but aren't quite ready for or don't need a full-time sales manager.

#### What is Fractional Sales Management?

Fractional sales management is exactly what it sounds like: part-time, flexible sales leadership tailored to your business's specific needs. Unlike a full-time sales manager who is on your payroll 24/7, a fractional sales manager works with your company on a part-time basis. They bring in the same level of expertise, leadership and strategy you'd expect from a full-time executive but at a fraction of the cost and commitment.

The concept is akin to having a high-caliber sales executive "fractioned out" to work with several companies simultaneously, offering them each a slice of their time and expertise. This approach allows businesses to access seasoned sales leadership without the need for a full-time hire, which is often much more than they need—especially in the early stages of growth.

#### How Fractional Sales Managers Work

Fractional sales managers integrate seamlessly into your existing team, adapting to your unique business model and goals. They work on a schedule that fits your needs—whether that's a few days a week, several hours a month or just during specific project phases. Their focus is on providing strategic guidance, coaching your sales team and ensuring that your sales operations are optimized for success.

Typically, a fractional sales manager will conduct regular one-on-one sessions with your salespeople, helping them to build and maintain a robust sales pipeline. They hold your team accountable to their goals, provide ongoing training and development and report directly to the leadership team. This way, the CEO or business owner stays informed about sales activities without having to dive into the day-to-day details.

#### Real-Life Benefits of Fractional Sales Management

At BDU, we've seen firsthand the transformative power of fractional sales management. For instance, we worked with an engineer who had no previous sales training and no desire to become a salesperson. By stepping in as her fractional sales manager, we were able to guide her through our sales program, support her through sales phone blitzes and provide the encouragement and techniques she needed to succeed. The result? She went from earning less than \$100,000 per year to over \$1,000,000 annually.

In another instance, we partnered with a packaging company that already had a sales leader in place. By supplementing their leadership with our fractional sales management services, we helped one of their sales reps increase their sales from less than \$70,000 per month to over \$1,000,000 per month. The key to both these successes was our ability to provide the right level of support, tailored to the unique needs of the business and the individual salespeople.

#### ***Now Just Imagine What We Could Do for Your Sales Team!***

*At BDU, we're passionate about helping businesses and individuals not only meet but exceed their goals, and these are just a couple of examples of what is possible through fractional sales management. We've loved creating unique success stories for our clients, and we look forward to the opportunity to help create yours as well! Just [contact us](#) for more information.*

#### How Can a Fractional Sales Leader Benefit My Business?

You now know what fractional sales management is, but are you curious what benefits it can bring to your business?

##### **1. Cost-Effective Sales Management Solutions**

One of the most significant advantages of fractional sales management is cost efficiency. Hiring a full-time sales manager can be a hefty investment, especially for smaller businesses. By opting for a fractional sales executive, you can access top-tier sales leadership without the full-time salary, benefits and overhead costs. This approach is particularly beneficial for businesses with smaller sales teams that don't require full-time management.

##### **2. Sales Management Flexibility**

Fractional sales leadership offers unparalleled flexibility. You can adjust the level of involvement based on your business's changing needs. Whether you need someone to step in for a few hours each week, lead a specific project or temporarily fill an interim sales manager role, a fractional sales leader can adapt to meet your needs. This flexibility ensures that your sales team always has the guidance they need to perform at their best.

##### **3. Expertise Without Full-Time Commitment**

When you hire a fractional sales manager, you're bringing in an expert who has likely led

multiple sales teams across various industries. This wealth of experience means they can quickly assess your sales operations, identify areas for improvement and implement strategies that drive results. You get all the benefits of having a seasoned sales leader without the long-term commitment of a full-time hire.

#### 4. **Enhanced Sales Team Performance**

A common misconception among business owners is that experienced salespeople don't need ongoing management and development. However, even seasoned sales professionals can benefit from regular coaching, accountability and strategic guidance. A fractional sales manager works closely with your sales team to ensure they have the tools, training and support they need to exceed their targets. They help build a culture of continuous improvement, leading to sustained sales success.

#### 5. **Alignment with Business Goals**

One of the key roles of a fractional sales manager is to ensure that your sales strategies are aligned with your overall business goals. They act as a bridge between your sales team and executive leadership, keeping everyone on the same page. By reporting directly to the CEO or business owner, a fractional sales leader ensures that the sales team's activities are always in sync with the company's objectives, helping to drive growth and profitability.

### **What to Look for in a Fractional Sales Manager**

When it comes to hiring a fractional sales manager, not all candidates are created equal. Here's what you should consider when selecting the right person for your business:

#### 1. **Proven Experience in Sales Leadership**

Look for someone who has a track record of successfully leading sales teams and driving performance. Experience matters, and you want a fractional sales manager who has been in the trenches, understands the challenges and knows how to motivate and develop salespeople.

#### 2. **Customizable Approach**

Every business, and every salesperson, is different and [a one-size-fits-all approach won't cut it](#). A great fractional sales manager should be able to tailor their strategies to fit your unique needs. Whether it's customizing training programs or adjusting their management style to suit different personalities within your team, flexibility is key.

#### 3. **Alignment with Your Sales Methodology**

Make sure that the fractional sales manager's approach to sales aligns with your company's sales methodology. For example, if your business relies on a consultative sales approach, you'll want to choose a sales leader who has experience in that style and can reinforce it within your team.

#### 4. **Strong Communication Skills**

Effective communication is critical in any leadership role, but it's especially important for a fractional sales manager. They need to be able to clearly convey strategies, provide feedback and keep both the sales team and executive leadership informed about progress and challenges. Look for someone who is not only a good communicator but also a great listener.

#### 5. **Passion for Coaching and Development**

At the heart of successful sales management is [the ability to coach and develop others](#). Your fractional sales manager should be someone who genuinely enjoys helping salespeople grow, improve their skills and achieve their goals. This passion for coaching will translate into better

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performance and higher morale within your sales team.

**Is Fractional Sales Management Right for You?**

If you're a business owner or CEO looking for a cost-effective, flexible solution to boost your sales performance, fractional sales management could be the perfect fit. It offers the expertise and leadership you need without full-time commitment, allowing you to scale your sales operations efficiently.

Fractional sales management offers a smart, strategic solution for businesses of all sizes. Whether you're looking for part-time sales leadership, an interim sales manager or a sales strategy consultant, this approach provides the expertise and flexibility you need to drive results.

**Ready to Take the Next Step?**

*Our experts at BDU are here for you! If you're interested in learning more about how fractional sales management can benefit your business, just enter your information below. We'll reach out to set up a time to discuss your unique leadership needs and how our flexible, customized sales management solutions can help transform your sales team.*

Your Name (required)

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