
FRACTIONAL SALES LEADERSHIP

Because every organization can always use help growing sales profitably.

True helps you increase sales by putting the building blocks into place necessary for sustainable, scalable growth. Now you can work on your business, not in it.

Often we play the role of sales coach helping you and your team accelerate results, or we take on the work of leading your sales team directly: training, hands-on selling, negotiating deals, forecasting, leading sales meetings and holding the team accountable.

You get a trusted partner focused on helping you, and your business, succeed.

“Adding Chris as a fractional executive to our leadership gave us instant access to relevant experience, and helped us work through issues we would have missed.”

– APANA CEO Matt Rose

Our clients choose us because they have experienced one or more of these issues:

- Can't effectively articulate the value proposition.
- Lack of a structured, disciplined sales process.
- Proposals that stall.
- Inability to get sales to the “next level.”
- Sluggish or uneven results in channel sales.
- A pricing strategy that is hard to explain.
- Unfamiliar with how to write an effective compensation plan that is affordable.

“True helped us overhaul our global selling processes, bringing together distributed sales teams through a repeatable, scalable approach.”

– HaloSource CEO James Thompson

Engagements utilize our proven methodology:

Fast Start Sales Advisory (8 weeks):

- Identify quick wins from existing opportunities.
- Validate ideal customer profile.
- Get clear on qualification criteria.
- Develop tailored sales process with sales aids.
- Develop sales plan with goals and quotas.
- Develop forecasting methodology.
- Create metrics, reporting and dashboards tools.
- Streamline CRM and rest of tech stack.

Weekly Sales Leadership (ongoing):

- Build pipeline and forecast future revenue.
- Close deals, either directly or with team.
- Provide sales training, as needed.
- Ride-along on key sales calls.
- Guide contract preparation and negotiation.
- Lead weekly sales meetings.
- Create customized compensation plans.
- Recruit, interview and hire new salespeople.