SALES & LEAD GENERATION

Fractional sales vs an all in-house sales team

By Alex Merchan

Most B2B businesses keep sales all in-house. Often that means it is done by the person who knows the product best. The founder, the MD, the technical director, the senior consultant. It makes sense. They can answer the hard questions, and buyers trust them. It is also why so many pipelines swing between too much work and not enough.

How the cycle works

In a quiet month, your best person picks up the phone. They call old customers, chase proposals, go to a meeting or two. Then the work arrives. That same person gets pulled into delivery: a difficult client, a deadline, a problem only they can fix, a new starter to train. Selling stops. There just isn't time.

B2B sales take months, not days. So the gap doesn't show straight away. It shows three or four months later, when the current work finishes and nothing is lined up behind it. Back to the phone. Back to the start.

It isn't a people problem

The person doing the selling usually isn't bad at it. They are good at it. They just have two full-time jobs, and the work in front of them always comes first.

Hiring a full-time salesperson is the obvious answer, but it is a big commitment. It means a salary before any return, months before they properly understand what you sell, and a real risk of getting the hire wrong.

Split the selling from the doing

The fix is not to take your expert out of sales. It is to take them out of the parts of sales that don't need them.

Keep them where they are strongest: the expert conversation, the meeting that matters, the proposal. Hand over the rest. Researching the market. Finding the right buyers. Making the first calls. Following up for months. Staying visible on LinkedIn.

That is what a fractional sales team does. Experienced sales people working on your business part of their time, every week, however busy you are. Your best person stops making cold calls and starts getting warm conversations with buyers who already want to talk.

It doesn't have to be one or the other

Fractional sales isn't only for businesses with no sales team. It works just as well alongside one. If you already have salespeople, a fractional team can take on the prospecting, research, first calls and follow-ups, so your in-house team spends its time on the deals that are ready to move. Your team keeps its accounts and relationships. You just stop asking a few people to do every part of sales at once.

Selling that doesn't depend on how busy you are

At Hayward Miller this is the work we do. We act as your sales team, or as a supplement to the one you already have, badged under your brand and using your email addresses, with full transparency about who we are talking to and what they say. We have been doing it for nearly two decades.

The aim is simple. A pipeline that keeps filling whether your best person has a spare afternoon or not.

Hayward Miller is a business development and sales agency specialising in the engineering and industrial sectors, based in Norfolk. It provides web development, SEO and GEO, email marketing, outreach and content.

Ready to grow your sales?

Hayward Miller is your outsourced B2B sales team, generating leads, booking meetings and winning business for you.

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