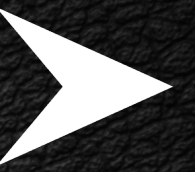


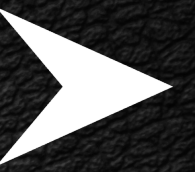
FRACTIONAL OR DEDICATED SALES?



FRACTIONAL SALES

QUICK DEFINITION

**Involves hiring a sales professional on
a part-time basis, typically an
independent contractor.**

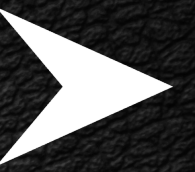


FRACTIONAL SALES

PROS

Cost-effective:

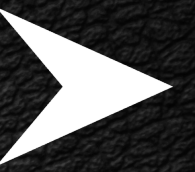
You only pay for the time you need,
making it ideal for startups or
businesses with limited budgets.



FRACTIONAL SALES PROS

Access to Expertise:

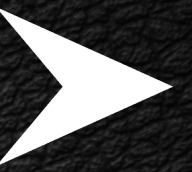
Fractional salespeople are often experienced professionals who can bring a wealth of knowledge and skills.



FRACTIONAL SALES PROS

Scalability:

You can easily adjust the amount of sales support you need as your business grows.

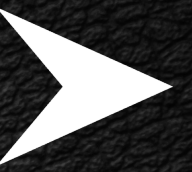


FRACTIONAL SALES

CONS

Limited Time:

Fractional salespeople won't be available full-time, so they may not be able to develop the same level of deep relationships with your customers or team.

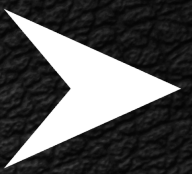


FRACTIONAL SALES

CONS

Continuity:

There may be disruptions if you switch fractional salespeople.

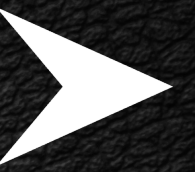


FRACTIONAL SALES

CONS

Less Control:

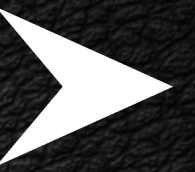
You'll have less control over the salesperson's day-to-day activities.



DEDICATED SALES

QUICK DEFINITION

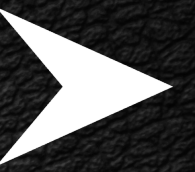
Refers to hiring a full-time salesperson who works exclusively for your company.



DEDICATED SALES PROS

Continuity:

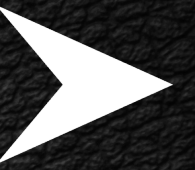
A dedicated salesperson can build strong relationships with your customers and team, leading to better long-term results.



DEDICATED SALES PROS

Full-time Focus:

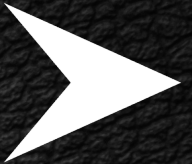
**They'll be solely dedicated to your
business, allowing for deeper
immersion in your product or service
and market.**



DEDICATED SALES PROS

More Control:

**You have more control over their
activities, schedule, and training.**

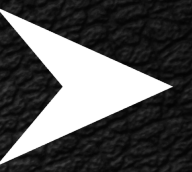


DEDICATED SALES

CONS

Cost:

Hiring a full-time salesperson is a significant financial commitment.

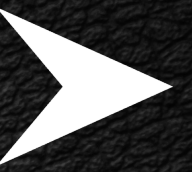


DEDICATED SALES

CONS

Risk:

There's always a chance the salesperson won't stay, leading to a lengthy and expensive rehiring process to replace them.

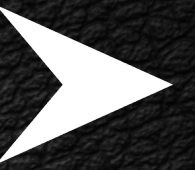


DEDICATED SALES

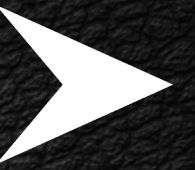
CONS

Less Flexibility:

Scaling your sales team up or down
can be more complex and time-
consuming.

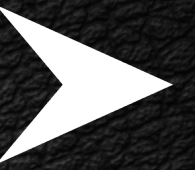


CHOOSING THE RIGHT OPTION



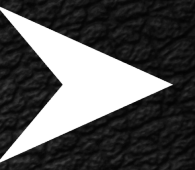
BUDGET

**Can you afford a full-time
salesperson?**



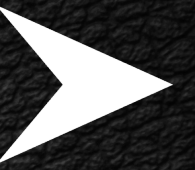
SALES STAGE

**Are you a startup or an established
business?**



SALES COMPLEXITY

**Do you need a high level of sales
expertise?**



GROWTH PLANS

**Do you anticipate needing to scale
your sales team quickly?**

LOOKING FOR THE BEST OF BOTH WORLDS?



Book an appointment

