



# Fractional Revenue Leadership

## For Salesforce ISVs at a Growth Inflection

### *Senior CRO Execution — Without the Full-Time Commitment*

#### Who This Is For

Salesforce ISVs with a live product, active pipeline, and growing complexity — who need senior revenue leadership to reach their next inflection point, but are not ready to hire a full-time CRO.

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#### The Problem

Many Salesforce ISVs reach a stage where:

- Revenue is growing, but inconsistently
- Salesforce-native value is under-leveraged in sales conversations
- The founder is pulled into deals instead of running the business
- A sales process exists, but isn't driving execution

This is the moment where leadership and discipline matter more than strategy decks.

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#### What I Do

I operate as a Fractional CRO for Salesforce ISVs, owning revenue execution across:

- Salesforce-specific sales process and deal control
- Clear articulation of Salesforce-native value
- Pipeline discipline and forecast confidence
- Alignment between sales, marketing, and product

This approach has driven 20%+ revenue growth in months, while installing a sales process teams can actually run.

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## How the Engagement Works

Diagnose → Install → Execute

- Establish a Salesforce-native sales process
- Implement a *Teach, Tailor, Take Control* framework
- Coach sellers and leaders in live deals
- Improve close rates, velocity, and predictability
- Free the founder and CEO to focus on product and retention

This is CRO ownership — without CRO overhead.

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## Why Fractional

- Faster impact than hiring
  - Lower risk during an inflection
  - Immediate senior leadership
  - Flexible as the business scales
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## How This Often Starts

Many ISVs begin with the 60-Day Revenue Execution Diagnostic, then extend into Fractional CRO leadership once priorities are clear.

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## Next Steps

- Talk about Fractional Revenue Leadership
  - Explore the 60-Day Diagnostic
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