

Fractional sales support that fits your business



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Fractional sales support gives you experienced commercial help for an agreed amount of time or a defined piece of work. It can help you work out where to focus, prepare the tools your team needs and put the plan into practice.

I've spent 20 years in sales and business development. There is no silver bullet. What I bring is everything I've learned about connecting a business's goals with what it can deliver and what customers actually value.

01

Start with the work you need done

Sometimes a founder needs someone to take opportunities forward. Sometimes the team needs a clearer offer, better customer information or a practical way to follow up. A new market or a later permanent hire may need some groundwork first.

Understanding the problem helps us agree the right support. Leading a sales team, developing a plan and working directly with customers each involve different responsibilities.

For my part, I help establish the direction, build what the business needs and carry out sales activity where that is agreed.

02

Give the work a shared foundation

Useful knowledge often sits across old proposals, emails and people's heads. Bringing it together helps everyone explain the same offer and know which answers still need checking.

I call that a single source of truth: a shared, current understanding of what you sell, who it helps and what you are committing to. It gives your website, sales

conversations, proposals and delivery a consistent starting point.

That understanding should develop as you learn. Customer feedback helps us check whether the offer creates the value we intended and where it needs to change.

03

What fractional support can give you

- Experienced judgement and a fresh view of the business.
- Extra capacity for work that keeps returning to the founder.
- A level of commitment suited to the need.
- Sales materials and systems your team can keep using.
- Practical support through a transition or into a new market.

We agree the scope, fee, responsibilities and how to judge progress. You will still need to contribute knowledge and decisions. The aim is to make that effort useful, then make more of the work easier to carry forward.

For me, a strong foundation means the business and the customer understand the value of working together. Growth has something dependable to build on.

[Tell me what you want to achieve](#), or read the [questions about working together](#).