



Struggling To Scale

Imagine this scenario: A B2B small tech company is founded by an engineer who, along with his team of developers, creates a promising product. They receive positive feedback from potential clients. As they prepare for a Series A investment, the focus shifts to scaling sales early to secure funding.

But what's the best approach?

Common wisdom suggests hiring a VP of Sales. However, this choice often turns out to be:

1. **Expensive:** The cost of hiring is high.
2. **Pressure-Laden:** The new VP is immediately under pressure to deliver.
3. **Hands-On:** They must quickly become a direct sales contributor.
4. **Adaptive:** They need to help pivot the product to enhance its marketability.
5. **Blame-Prone:** Often, they become the scapegoat if sales targets aren't met.

As such the Sales VP usually lasts less than a year, making it a costly move for any company with limited resources.

There are smarter, more efficient steps to take!

- **Engage a Fractional Sales Leader:** Utilize the experience of a senior executive without the costs and commitments of a full-time hire. This leader focuses on high-level strategy and assists the founder in executing crucial steps.
- **Clarify Strategic Direction:** Together, the founder and the fractional sales leader define a strategic path forward. This involves engaging with customers to refine the go-to-market strategy based on their feedback.
- **Improve Operational Processes:** Implementing a process-driven tech stack early on is crucial, as systematic operations are key to sales success.
- **Develop Personas and Messaging:** Clearly defining the target customer personas helps ensure that sales efforts are focused and effective, avoiding wasted resources on misaligned opportunities.



- **Recruit and Develop Sales Lead Representatives (SLRs):** Building a strong SLR team is essential for lead generation and nurturing, creating a steady flow of qualified leads for the sales team.
- **Recruit and Develop Inside and Field Sales Teams:** This challenging step involves balancing structure and creativity, ensuring consistent messaging, and effectively managing a diverse team to execute the go-to-market strategy.
- **Recruit a Permanent Sales Leader:** Once the foundational steps are in place under the guidance of a fractional executive, it's time to bring on a full-time VP of Sales to lead the charge forward.

By taking these strategic steps, SMB companies can scale their sales effectively and set the stage for sustainable growth and success.