

Create a high performance sales motion

Fractional Sales Leadership



Starting at \$5,000 a month with performance incentives

Executive leadership when your business needs it most.

As software companies grow, there comes a point where founder-led sales is no longer enough.

The business needs experienced leadership—but not always a full-time executive.

Typical Engagements

Every engagement is tailored to your business, but commonly includes:

Revenue Strategy

Develop a clear growth strategy aligned with your company's stage, market, and goals.

Sales Leadership

Lead and develop your sales organization through structured coaching, accountability, forecasting, and execution.

Pipeline & Forecast Management

Implement disciplined forecasting, opportunity management, and pipeline inspection processes that improve visibility and predictability.

Hiring & Team Development

Recruit, interview, onboard, and coach sales leaders and individual contributors while building a high-performance culture.

Go-to-Market Leadership

Align sales, marketing, partnerships, and customer success around a unified revenue strategy.

Executive Team Participation

Participate as a member of your leadership team, providing guidance on strategic initiatives, board preparation, hiring, organizational planning, and company growth.



Typical Responsibilities

Fractional Revenue Leadership often includes:

- Weekly leadership meetings
- Sales team coaching
- Pipeline reviews
- Forecast management
- Strategic account reviews
- Pricing strategy
- Compensation planning
- Partner ecosystem development
- Salesforce ecosystem strategy
- Revenue operations oversight
- Executive hiring
- Customer escalation support
- Board and investor preparation

Every engagement is customized based on your business, objectives, and stage of growth.

Ideal For Founders Who:

- Need executive revenue leadership but aren't ready for a full-time CRO
 - Are transitioning from founder-led sales
 - Need to improve forecasting and sales execution
 - Are hiring or developing their first sales leaders
 - Want to establish accountability and operating cadence
 - Need an experienced operator who can lead from inside the business
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From Advice to Ownership

Founder Advisory helps you make better decisions.

Fractional Revenue Leadership helps ensure those decisions get executed.

I become part of your leadership team, providing ongoing direction, accountability, and operational leadership as your company grows.

"Corey has created a unified revenue engine. Since joining, he has aligned the teams, tightened our sales process discipline, and sharpened our customer and partner engagement strategy."

Colin Johnson

Founder, Aprika

"Corey is the revenue partner you want. He sets up the framework every founder needs, based on real experience. He drives results. Highly recommended."

Fred Widdarson

Founder, RealZips
