

BeUNCOMMON

EXECUTIVE ADVISORY

FRACTIONAL CRO & GTM ADVISORY

FOR SaaS FOUNDERS AND CEOs



Founding executives quite often make the last senior hire the sales leader. This leaves the responsibility of creating the sales strategy, building the sales structure and managing the sales function to the CEO, or someone who carries sales as a secondary duty. This model only lasts so long.

The first senior sales hire should be someone who is focussed on living within and enhancing the quality of the sales system, not building the sales system. Building the sales structure is a specific discipline that requires frame and experience, not just a philosophy.

Executive sales leadership will build the optimised sales structure and provide existing management the guidance to enhance the sales environment for consistency at scale. A proven sales executive will know the appropriate revenue strategy, the talent assessment approach, the sales messaging & common language to qualify and win.

This is where BeUncommon is built for you, the sales executive building the future of the company.

There are two opportunities to engage in an outcome based service

- Executive Advisory is a three to six month engagement within a retainer based structure
- Fractional Sales leadership is a minimum three month engagement based on day or task based leadership

1 THE OUTCOME OF EXECUTIVE ADVISORY

- A structured sales operation with key metrics and deliverables
- An effective leadership structure operating with duty and care for the company and the development of individuals
- A practical business plan for the recovery or growth of the sales & marketing division

2 THE EXECUTIVE ADVISORY INCLUDES

- Audit of People, Process and Technology with structural recommendations
- Budget & Compensation Planning for financial alignment on quarterly planning
- Evaluation of Sales strategy, marketing messaging and sales playbooks
- Engagement with Management & Senior stakeholders for business planning
- Short term Sales leadership positions

3 FRAMEWORK FOR SUCCESS

- Pre Engagement
 - Discovery questionnaire. Eight questions per team member
 - Read Employee self-assessments from prior two years
 - Meet the major voices (Sales Managers, Business Partners, Influencers)
- Discovery
 - Effective meeting hosting: engage with customer calls
 - Observe coaching sessions
 - Understand the numbers: inputs & outputs
- Manager engagement
 - Conducting: Team meetings, 1:1, personal development, forecasting
 - Gap analysis on Manager capability & development requirements
 - Behavioural patterns across the company
- Showcase:
 - What has been learned
 - Where are the hurdles
 - What can be accelerated
 - Brigade evaluation
 - The priority horizons
- Implementation of horizons
 - Team leadership
 - Team & sales operating model
 - Selling strategy

The mission of BeUncommon is to create intelligent leaders, by providing executive advisory to SaaS CEOs and their sales department, to build the foundations of future success while achieving the revenue required now.

This mission is achieved by enabling people to become the greatest problem solvers they can possibly become.

The values that drive this mission to be achieved are

- Learning as a principle by having a relentless curiosity, self-reflection & collaboration
- Evidence backed by moving from opinion to fact within a justifiable structure to demonstrate your impact
- Honesty and kindness by supporting others, having tough conversations grounded in reasoning

Peter Clitheroe: BeUncommon

✉ peter@be-uncommon.co.uk

in [peterclitheroe83](#)

NOTES

BeU