



SALES INFRASTRUCTURE SERVICES

Sales Infrastructure, Built to Scale.

Timolyne Group builds the sales infrastructure — powered by the Sales Xceleration® network — that turns a growing sales team into a repeatable revenue engine.

For small and mid-sized businesses ready to grow, we design and build the goals, compensation plans, sales process, CRM, forecasting, metrics, talent tools, and playbook your team needs — a foundation your organization owns and runs long after the engagement ends.

1

FOUNDATIONS

Sales goals, quotas, and compensation plans built around your revenue targets.

2

SYSTEMS

A documented sales process, optimized CRM, forecasting, and performance dashboards.

3

TALENT & PLAYBOOK

Hiring support, talent assessment tools, and a custom Sales Playbook.

20–30% average first-year revenue growth

reported among companies partnering with a Sales Xceleration® fractional VP of Sales, across a network serving 8,000+ clients in the U.S., Canada, UK, and Australia.

HOW WE BUILD IT

Building Your Sales Infrastructure

Every engagement is built around your business — not a generic template. Here's what goes into the system we design and build with you.

Sales Goals & Quotas

A customized two-year sales plan — by product, by month, by seller — with commission calculators tied directly to revenue projections.

Compensation Plans

Position-specific compensation plans with clear commission structures, payment scenarios, and individual quota worksheets.

Sales Process & CRM

A documented, repeatable sales process with clear deliverables at every step — integrated into a CRM that's evaluated, customized, or replaced to fit how your team actually sells.

Pipeline & Forecasting

A structured pipeline development process to identify and qualify opportunities, plus an automated forecasting tool tied into your CRM.

Metrics, Reporting & Dashboards

Team and individual KPIs tied to company objectives, with management dashboards and reporting tools built inside your CRM.

Sales Management Rhythm & New Hire Onboarding

A defined structure for manager/rep interactions and meetings, plus a full onboarding program covering everything from before day one through the first year.

Hiring Support

Job descriptions, job postings, interviews, and hiring recommendations for your business development roles, with the option to bring in a proven recruiting partner for candidate sourcing.

Sales Talent Map™ & Team Assessment

A Sales Responsibility Chart, Sales Talent Map™, and Sales Skill Team Assessment that let leaders define roles, evaluate team effectiveness, and build targeted improvement plans.

Sales Blueprint™ Strategy

A guided sales strategy workshop covering Ideal Client Profiles, Buyer Personas, Value Proposition, Guiding Sales Principles, Competitive Positioning, and Sales Stories — aligning your team around how you win.

THE FOUNDATION

Your Sales Playbook

Every engagement builds toward a Sales Playbook — a living resource your team can use from day one. It's the single source of truth for how your company sells.

What's Inside

- Company overview, value proposition & points of differentiation
- Ideal customer profile & buyer personas
- Prospecting strategy, qualifying criteria & discovery questions
- Objection handling & competitive positioning
- Sales process, buying journey & key messaging

Custom Sales Playbook

Includes everything in the standard Sales Playbook, plus additional sections built around what we learn together throughout the engagement — tailored to your industry, team, and goals.

A BUILT-TO-HANDOFF ENGAGEMENT

What We Ask of You

This works best as a partnership. To keep the build on track, we ask you to:

- Provide the resources needed to complete the project
- Implement new systems and processes alongside your sales team
- Budget for the agreed-upon essential resources

Once your infrastructure is built, your team owns it. If you'd rather have us stay embedded and run it day-to-day, ongoing hands-on Sales Management is available as an add-on below.

OPTIONAL

Add-On Services

Available by addendum to extend and reinforce your new sales infrastructure:

Sales Management

Implementation of your sales infrastructure components, weekly sales meetings, and one-on-one salesperson coaching.

Sales Training

Online sales training curriculum combined with weekly small-group application coaching.

Value Proposition Workshop

A series of workshops to define your unique value proposition.

Sales Xceleration Framework™

Implementation of a sales operating system, including Sales Strategy development over three Foundation Building full-day sessions, combined with ongoing Quarterly and Annual Meetings.

BACKED BY A PROVEN NETWORK

Why Timolyne + Sales Xceleration

- Powered by Sales Xceleration®, an outsourced sales leadership network built around a Certified Sales Operating Management System™
- A network serving 8,000+ clients across the U.S., Canada, UK, and Australia
- Local, hands-on leadership from Timolyne Group, backed by national resources, tools, and proven methodology

Let's Build the Foundation for Predictable Revenue.

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