



SALES MANAGEMENT SERVICES

Fractional Sales Leadership, Built to Last.

Timolyne Group brings hands-on VP of Sales leadership — powered by the Sales Xceleration® network — to build the sales infrastructure growing businesses need to scale predictably.

For small and mid-sized businesses ready to grow, Timolyne Group delivers experienced, part-time sales leadership without the cost of a full-time executive hire. We assess, build, and run your sales organization — goals, compensation, process, CRM, forecasting, metrics, and playbook — so your team has a repeatable path to revenue growth.

1

ASSESS

A 30-day, boots-on-the-ground assessment of your current sales operation.

2

BUILD

Custom sales infrastructure — goals, compensation, process, CRM, forecasting, and metrics.

3

LEAD

Ongoing, hands-on sales management, coaching, and accountability.

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 WORK

Phase 1: The 30-Day Sales Assessment

Before we build anything, we listen. Your engagement opens with a deep, hands-on assessment of how sales actually happens in your business today.

- Complete a comprehensive 4.0 Sales Assessment
- Meet with key department heads, personnel, and ownership
- Attend sales meetings as an observer and meet one-on-one with each sales team member
- Sit in on customer and prospect calls with each seller
- Review current sales processes, reports, dashboards, and collateral
- Deliver a clear, shared picture of where your sales organization stands today — and what it needs next

Phase 2: Building Your Sales Infrastructure

With a clear read on your business, we build the systems that turn effort into predictable revenue.

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

Individual and team 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.

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.

STAYING HANDS-ON

Ongoing Sales Management

Infrastructure only pays off with consistent leadership behind it. Throughout the engagement, we stay embedded in the day-to-day:

- Weekly one-on-one sales meetings and regular team meetings
- Hands-on sales coaching and roleplaying
- Pipeline oversight and ongoing CRM & playbook governance
- Performance reporting, trend analysis, and recommendations for improvement
- Recruiting, onboarding, and performance management for your sales team
- A seat at the leadership table — participating in executive meetings as your sales voice

A TRUE PARTNERSHIP

What We Ask of You

This works best as a partnership. We ask you to empower us to lead on sales management decisions, provide the resources needed to hit your goals, stay open to feedback on people and process, and give sales a real seat at the table. Results build in stages — attitudes typically shift in the first quarter, pipeline builds in the second, and real revenue increases follow in the six months after that.

OPTIONAL

Add-On Services

Available by addendum to extend and reinforce your sales infrastructure:

Sales Training

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

Productivity Partners

Sales Xceleration partners with world-class sales enablement partners in areas including CRM solutions, CRM integration and dashboard development, ICP AI tools, coaching and role-playing tools, and outsourced lead generation partners.

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 a Sales Organization That Scales with You.

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