

Executive Growth Resource

ACCELERATE REVENUE GROWTH!

For mid-market and startup CEOs not getting the revenue growth you want, our Fractional Chief Marketing Officers (CMO) and Chief Sales Officers (CSO) shine as part-time members of your executive management team or excel as coaches and strategic project leaders. What kind of Fractional Executive do you need to accelerate revenue growth and take sales to the next level?

OUTSOURCED CHIEF MARKETING OFFICER AND CHIEF SALES OFFICER

- **Part-time, Executive Addition to Management Team** – Your part-time Chief Outsiders CMO or CSO brings industry experience and a market-based perspective to crystalize marketing strategy and execution to drive growth or a winning sales strategy to take sales to the next level.
- **Full-time, Interim Executive** – Need a pinch hitter while your marketing executive is out or a star performer to boost lagging sales? Perhaps you simply need a more concerted, full-time resource to lead marketing or to execute your new go-to-market strategy.
- **Strategic Project Support** – For extra executive bandwidth or to hand off an entire strategic project, Chief Outsiders is ready to help. Your Chief Outsiders CMO or CSO will review and drive the strategy to deliver results on time.
- **Sales Training** – Think your sales team could be more effective? Your Chief Outsiders CSO can develop effective training, customized to your environment.



Opportunities for improving growth can be thought of as a set of gears that work together.

ADVISORY CHIEF MARKETING OFFICER AND CHIEF SALES OFFICER

- **Coaching Services for Marketing or Sales Development** – Looking to maximize marketing impact or refine the sales cycle? Chief Outsiders offers an experienced C-level executive coach to mentor your company's marketing or sales leader and make big things happen.
- **Advisory Services for CEO Support** – For business leaders who want to personally develop their market-orientation, marketing effectiveness, or sales strategy, Chief Outsiders offers this cost-effective advisory service for CEOs.
- **Marketing or Sales Audits** – Perhaps you'd like an objective opinion about your current marketing or sales team composition, processes, initiatives, or GTM execution. A marketing or sales audit will quickly produce clarity and actionable insights at a reasonable cost.

Executives As A **SERVICE**

EXECUTIVES AS A SERVICE:

Rent exactly the executive resource you need to assess, plan, and execute for strategic revenue growth:

- **Instant On** – Why hire a marketing or sales executive, when you can rent one, fast. No recruiting delays, headhunters, interviews, or relocations.
- **Convenient** – Access C-level talent with experience in your industry—effective marketing and sales leaders, not just consultants.
- **Cost-Effective** – You only tap the fraction of an executive you need to be more competitive and expand your pipeline.
- **Always Current** – We're continuously sharpening our skill sets to build you a solid foundation and take your sales to the next level!
- **Backed Up** – Each Fractional Executive has an entire team to support them through peer reviews plus our nationwide network reduces risk while improving results.

WHAT CHIEF OUTSIDERS FRACTIONAL EXECUTIVES DO TO ACCELERATE REVENUE GROWTH:

Insight	Strategy		Execution	
Market	Company	Product	Marketing	Sales
Market Assessment & Opportunity Analysis	Market Alignment Strategy	Product Branding	Organization Audit, Planning & Development	Sales Audit & Process
SWOT & Gap Analysis	Brand Assessment	Product Planning	Marketing Mix Optimization	Funnel Conversion Analysis, Metrics & Reporting
Customer Experience	Value Proposition	Product Positioning	Digital Marketing & Social Media	Partner & Channel Strategy
Profitability Analysis	Positioning & Messaging	Packaging & Delivery	Technology Systems and Process	Demand Lead Generation
Sales & Marketing Alignment	Company & Portfolio Brand	Pricing	Key Account Strategies	Sales Ops & Compensation
Competitive Analysis	Market Segmentation	Product Launch Planning	Communications & PR	Sales Enablement
Company Perspective	Go-To-Market Strategy	Innovation Process	Marketing Metrics, Reporting and ROI	Marketing & Sales Alignment

- Ideal for Consumer, Industrial, B2B Services, Professional Services, SaaS, and other industries.



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