

Stop Being Pulled Into Sales Every Day. Build a Sales Team That Runs Without You.

You **didn't** start your business to manage pipeline, chase deals, and fix your sales team.
But without the right structure, that's exactly where you get stuck.

We help you step out of the day-to-day while your sales team performs like it should.

Fractional Sales Leadership • Sales Independence Growth System • CRM Implementation & Management

Who We Help

We work with business owners and founders who have a sales team but are still too involved in the day-to-day.

They typically:

- Have 2 to 5 sales reps
- Growing businesses generating revenue
- Strong opportunities but inconsistent results

What We Do

We build and run your sales function so it produces consistent, predictable results.

This includes:

- Leadership and accountability for your team
- Clear sales process & structure
- KPI scorecards and performance visibility
- CRM systems that actually support execution

Why Business Owners Struggle

Most sales teams don't fail because of effort.

They fail because there's no:

- Clear sales process
- Defined accountability
- Consistent sales coaching & training
- Reliable sales systems behind them

So business results depend on:

- The owner
- Guesswork and inconsistent execution

This is not scalable or sustainable.

What Business Owners Tell Us

“ I'm still too involved in sales... and I can't step away. ”

We generate leads, but converting them is inconsistent.

“ Our pipeline looks full, but results don't match. ”

We need sales leadership but cannot afford a full-time hire.

“ Our CRM is a mess with very low adoption by our sales team. ”

Why Business Owners Choose Focus

- **20+ years** of Sales Leadership experience
- **300+ Sales reps** coached across US & Canada
- Deep expertise in **HubSpot & Salesforce ecosystems**
- Leadership support at the **fraction of the cost of a full-time hire**

We don't just advise from the sidelines.
We run your sales function for you.

Contact Us

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Fractional Sales Leadership

We step in and **run your sales team alongside you.**

We provide:

- Weekly 1:1 coaching with sales reps
- Team sales meetings and pipeline reviews
- KPI tracking and performance management
- Ongoing sales team accountability, training and support

✓ Your team gets structure... *You get your time back.*

Sales Independence Growth System (SIGS)

Our proven framework to help your system perform **without** depending on you.

We build:

- A clear, repeatable sales process
- Defined roles and accountability
- Measurable KPIs and scorecards
- A consistent operating rhythm

✓ So results come from the system, *not from you stepping in.*

CRM Implementation & Management

We make your CRM (HubSpot or Salesforce) work the way your sales team actually sells.

We manage:

- Setup, optimization and automation
- Pipeline visibility and reporting
- Integration with your existing tools
- Ongoing support and training

✓ Your CRM becomes a *driver* of performance, not admin work.



“The Focus team has been an invaluable advisor, builder, and collaborator for our go-to-market systems and strategy for several years.”

Harver



“Focus has been an excellent resource acting not just as an admin but also as an executive advisory for our Salesforce and HubSpot deployments”

Abatement Technologies



“Focus helped us set up our whole Sales infrastructure and process, the execution of meetings, planning, strategy goal setting, etc. It has certainly been worth it.”

Bridgepoint Financial