

Fractional Sales Leadership

A sample operating cadence, representative scorecard and coaching approach

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Sales, Customer Success
and Business Operations

Sample deliverable. The framework and scorecard figures are illustrative.

Weekly management cadence

A simple rhythm gives a small sales team regular coaching and clear decisions

MON	Pipeline review	Deal movement, next steps, risks and forecast changes
TUE	Call review	Discovery quality, objections and follow-up
WED	Individual coaching	Performance trend and one development priority
FRI	Forecast and recap	Commit, best case, gaps and manager actions

Sample representative scorecard

The measures cover activity, conversion and pipeline quality

METRIC	ACTUAL	TARGET	STATUS
New opportunities	12	10	On track
Discovery conversion	42%	35%	Above
Proposal conversion	24%	30%	Review
Pipeline coverage	2.4x	3.0x	Gap
Follow-up completed	91%	95%	Near

Call review rubric

Each review ends with one behavior to practice during the next coaching cycle

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|---|-----------------------|--|
| 1 | Opening | Purpose and agenda are clear |
| 2 | Discovery | Questions uncover impact, urgency and decision process |
| 3 | Recommendation | Solution connects to the customer's stated need |
| 4 | Objections | Representative confirms the concern before responding |
| 5 | Next step | Customer action and date are confirmed |

The first 30 days

The first month establishes visibility, shared standards and a focused coaching plan

Week 1	Week 2	Week 3	Week 4
Baseline	Standards	Coaching	Review
Review people, pipeline, tools and current expectations	Confirm stages, metrics, meeting rhythm and ownership	Review calls, address one team-wide gap and set individual priorities	Measure adoption, update the forecast and set the next 30-day plan