TOP7 | FRACTIONAL & INTERIM LEADERSHIP

Fractional & Interim CRO

A TOP7 PRACTICE • FRACTIONAL · INTERIM · PROJECT

Senior revenue leadership scoped to the stage you're in. A diagnosed pipeline, a sales process that holds up and a forecast your board believes, turning founder-led selling into a system. You get an experienced CRO's judgment without adding a full-time executive.

SIGNS YOU NEED A CRO NOW

- Your forecast is a guess, and your board knows it.
- Sales, marketing and customer success point fingers instead of sharing one number.
- The founder still closes most of the deals.
- You've hired reps who never ramped, and you're not sure why.

WHAT WE DO

Sales Management
Ongoing ownership of the sales function, forecast and team.

Sales Process & CRM Architecture
A repeatable process and a CRM that reflects reality.

Sales Compensation Plan Design
Comp that rewards the behavior you actually want.

Sales Org Design & Territory Planning
The right roles, coverage and territories to hit the number.

Revenue Operations
The systems and data that make the revenue engine predictable.

Customer Success & Retention Strategy
Protect and grow the revenue you've already won.

Post-Acquisition Sales Integration
Merge sales teams and pipelines without losing deals.

Interim Sales Leadership
Full-time sales coverage during a leadership gap.

HOW IT WORKS

1. Audit the pipeline, win/loss patterns and rep performance to find where deals stall
2. Define the sales process, clean up the CRM and align comp to targets
3. Execute a 30/60/90 plan under the Velocity-7 Framework
4. Hand off the playbook to your managers and define the full-time CRO

VALUE TO YOU

- Executive revenue judgment without a full-time executive hire
- One accountable CRO, backed by the full Top7 bench
- Hours that flex up for a crunch, then back down
- Option to hire your Top7 CRO full-time as you grow

> Typically about 8 to 60 hours a month, at under 10% to 60% of the cost of a full-time CRO. For companies with $10M–$500M in revenue.

Let's talk about your revenue engine.

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