

Attorney Partnership Overview



The Challenge

Small business owners are often their own best salesperson—and that's the problem. They're the engine, the closer, the manager, and the trainer. When they're out of the picture, so is the revenue. The result? No scalable systems. No consistent follow-up. No growth without burnout. And when they want to sell, transition ownership, or protect the business legally, there's no value to transfer—or too much risk to manage.

Common Issues

You work hard to protect your clients' businesses, but key risks keep showing up: revenue tied entirely to the owner, no systems in place to support continuity, and little documentation to support enforceable agreements. Whether it's succession planning, partnership structuring, or M&A prep—you see the liability in their sales process, but you're not there to build a team. That's where we come in.

Our Solution

At Frontline Sales Ops, we specialize in designing and leading sales systems that work without the owner. Acting as the fractional head of sales, we step in, map the process, lead the team, and build a structure that scales. Whether your client is looking to grow, transfer ownership, or protect long-term value, we help ensure the business can thrive beyond the founder.

Our mission: Make your client more stable, more protected, and more valuable—without putting your advisory relationship at risk. You stay the trusted counsel. We do the heavy lifting.

Our 6-Stage Process

1. **Sales Audit:** Identify current efforts and missed opportunities.
2. **Lead Gen Efficiency:** Analyze lead sources and process flow.
3. **Proven, Repeatable, Sales Process:** Shift from a talent-based, artistic sales process to a scientific, process-driven system.
4. **Leverage Technology:** Fully leverage the power of CRM, social media, and software tools.
5. **Sales Management:** Set KPIs and coaching cadences.
6. **Salesperson Performance:** Assess and improve individual salesperson skills.

Why Partner with Us?

We help you protect and grow the businesses you advise. By installing scalable sales systems, we reduce key-person risk, increase business valuation, and support successful transitions and legal protections. You remain the legal expert—now backed by a partner who turns sales chaos into structure.

Proven Results

- **Software Developer:** Doubled leads, reduced sales costs by 31%, increased revenue by 24%.
- **Ad Distributor:** Enhanced sales by 17% with no extra commission costs.
- **Franchisor:** Reduced prospect-to-buyer ratio from 200:1 to 57:1, gaining national recognition.

Let's Connect

We're looking for a few aligned strategic partners who want to offer more value without adding more to their plate. If that sounds like you, let's connect.

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