

Marketing 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 or step back, there's no value to transfer.

Common Issues

You generate leads—but the client doesn't follow up. Or worse, they blame your marketing when sales fall short. You can tell it's a sales process problem, not a pipeline one—but that's not your role. You're not the sales coach. You want your campaigns to shine, but your hands are tied. 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 or preparing to exit, we make sure the business can thrive without its founder in the trenches.

Our mission: Make your client more scalable, more valuable, and more confident in their next chapter—without risking your advisory relationship. You stay the hero. 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 close the loop between marketing and sales. When you partner with us, clients stop wasting leads and start seeing the ROI your campaigns deserve. Together, we turn traffic into revenue. You become the marketer who delivers full-funnel results.

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.

Kit Merkley, Sales Director

 Kit@FrontlineSalesOps.com

 480-226-4952

 www.FrontlineSalesOps.com