

Banker 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 have clients with potential—but they're underperforming. Revenue is inconsistent, margins are tight, and the business relies too heavily on the owner to close deals. They need capital, but without structured sales systems and predictable revenue, they're a risky bet. You want to help, but you can't make them lend-worthy. 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 help you say "yes" more often—by helping your clients become more bankable. Our work increases their cash flow, predictability, and profitability, all while reducing dependency on the owner. That lowers your lending risk and improves long-term repayment odds. You become the banker who connects them to more than money—you connect them to sustainable growth.

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