

Exit Planners

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

The owner is ready to exit—but the business isn't. Sales rely on them, there's no repeatable process, and buyers see risk, not value. You're mapping out the transition, but without a scalable revenue engine, your client's deal terms (or dreams) take a hit. 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 your clients remove themselves from the sales engine and build a transferable, scalable system. That boosts valuation, reduces earnout risk, and improves due diligence outcomes. You become the planner who not only guides the exit—but increases its success.

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