



FRACTIONAL CRO

The Skill, Expertise and Experience
of a Chief Revenue Officer
without the Price Tag

Presented By :
Colin Howes

Date:
23 September 2024

INTRODUCTION

DRIVE STRATEGIC GROWTH WITHOUT THE RISK

- Scaling a business requires demands experience, strategic oversight, and a clear focus on measurable outcomes. That's why at Series-A, we offer CRO as a Service, a tailored solution designed to deliver immediate results.

MEET WITH US



WHAT YOU CAN EXPECT

PROVEN SALES LEADERSHIP

- Our team is led by seasoned Chief Revenue Officers with a proven track record of driving success across multiple industries. We bring the experience and insight needed to accelerate growth, align your teams, and develop scalable sales strategies that deliver real results.



WHAT YOU CAN EXPECT

STRATEGIC PLANNING FOR SUSTAINABLE GROWTH

- We design and implement a sales and marketing blueprint specifically tailored to your company's growth stage. Our strategies cover market penetration, customer acquisition, and sustainable revenue growth –ensuring your business has a clear path to long-term success.



WHAT YOU CAN EXPECT

COST-EFFECTIVE ALTERNATIVE TO IN-HOUSE HIRING

- Bypass the risks and costs of hiring junior salespeople. Our service provides immediate leadership and expertise, eliminating expensive hiring cycles and training programs. This means faster, more reliable results with less overhead.



WHAT YOU CAN EXPECT

TAILORED SALES ENABLEMENT

- We conduct a comprehensive assessment of your current sales operations, optimizing your processes with best practices for pipeline management, customer relationship strategies, and performance improvements.



WHAT YOU CAN EXPECT

DATA-DRIVEN INSIGHTS TO INFORM BETTER DECISIONS

- Our data-driven approach helps you uncover the true drivers of your revenue. We provide deep insights into key metrics such as Customer Acquisition Cost (CAC), Lifetime Value (LTV), and sales cycle length, allowing for sharper, more profitable decisions.



WHY SERIES-A?

WE DELIVER RESULTS

- When you partner with Series-A's Fractional CRO as a Service, you're gaining more than just a service—you're gaining a strategic partner dedicated to your growth. We deliver results that go beyond what junior hires could achieve, with the added benefit of eliminating long-term hiring costs and uncertainties.

MEET WITH US



STRATEGIC GROWTH WITH MEASURABLE RESULTS

REAL OUTCOMES

- **50% increase in MRR** – Optimized Pricing and Customer Retention For a SaaS Startup.
- **300% pipeline expansion** – Targeted Key Customer Segments for a Fintech Company.
- **50% faster time to market** – Launched a go-to-Market Strategy For a Healthtech Scale-Up.
- **140% improvement in sales** – Implemented a Structured Sales Enablement Program For a B2B Tech Company.
- **15% Increase in LTV** – Increased LTV By 15% For an e-Commerce Platform, Driving Higher Customer Retention Rates.
- **14x increase in pipeline value** – Led a UK-based Company's Expansion Into The US, Securing Key Clients.





READY TO SCALE YOUR BUSINESS?

contact us today to learn how we can help you
achieve fast, sustainable growth and enter new
markets with confidence.

[CONTACT US TODAY](#)