

Fractional Chief Sales Officer (CSO)

Let me help you get your sales going in the right direction for the short term as well set you up for long term success as your **Fractional Chief Sales Officer (CSO)**. This is a high-impact, temporary role responsible for providing strategic leadership and hands-on guidance to maximize revenue across our two primary business lines: **Ticket Sales** and **Corporate Sponsorships**. My background and proven track record in building and leading multiple high-producing sales teams, along with running over 30 sales campaigns for SellOutSource, I am uniquely qualified to help your team.

Key Responsibilities will be customized to fit your needs but here are some examples:

1. Sales Strategy & Leadership (Overall)

- **Revenue Optimization:** Develop and implement a comprehensive, integrated sales strategy across all revenue streams (tickets, sponsorships, premium seating) to meet and exceed annual goals.
- **Team Development:** Recruit, train, and mentor the existing Ticket Sales and Sponsorship teams, establishing clear KPIs, accountability measures, and a high-performance sales culture.
- **Process Improvement:** Establish best practices for sales operations, including CRM utilization, pipeline management, forecasting, and reporting to ensure data-driven decision-making.
- **Budget Management:** Work with finance to set sales budgets, manage expenses, and provide accurate revenue projections.
- **Pricing Strategy:** Analyze market data to optimize pricing and inventory strategies for tickets and sponsorship assets.
- **Sales Collateral:** Update all sales collateral, proposals, website, digital, marketing

2. Ticket Sales & Service

- **Season Ticket Growth:** Lead the strategy for acquisition, retention, and service of season ticket holders
- **Group Sales Strategy:** Develop targeted campaigns for maximizing revenue from group outings, corporate events, and non-game day rentals.

3. Corporate Sponsorships

- **Inventory Development:** Systematize the packaging, valuation, and pricing of sponsorship assets (signage, digital, activation, community programs) to maximize revenue potential.
- **Sales Cycle Management:** Drive the strategy for prospecting, proposal development, negotiation, and closing major corporate partnerships.
- **Activation & Retention:** Ensure the Sponsorship team executes high-quality fulfillment and activation plans that deliver measurable ROI for partners, leading to high renewal rates.

As Chief Sales Officer, I would report directly to the **Owner, CEO, or Team President**.

Time Commitment: 3 to 12 month commitment; Willing to commit a predetermined number of hours per week or month (e.g., 15-20 hours per week) and travel as necessary for key meetings.

Compensation: Competitive combination of a monthly retainer and a performance-based bonus tied to achieving targets.