TakTik Technologies LLC

Fractional Sales Representative

An experienced rep, on demand — booking meetings, running demos, and closing deals without the cost of a full-time hire.

The Problem

You know who you're selling to, but no one is consistently doing the selling. Founders are stretched too thin to prospect every week, your pipeline is lumpy, or you're not ready to commit to a full-time SDR or AE — a hire that costs $85K–$120K a year plus benefits and takes 3–6 months to ramp, with close to a 40% chance they don't make it past year one. Meanwhile every week without consistent outbound is a week of pipeline you don't get back.

The Offering

A Fractional Sales Representative is an experienced, pre-ramped seller who works part-time, directly on your sequences, your demos, or your full deal cycle — not a strategist who hands you a plan, but an operator who personally does the selling and is accountable for the numbers. Unlike high-volume outsourced SDR agencies, every engagement is built on account-level research and consultative outreach — the kind that actually earns replies from sophisticated B2B buyers.

- **Prospecting —** personally run outbound calls, emails, and LinkedIn outreach against your ICP
- **Relationship Building –** Attend networking and industry events to build trust and credibility
- **Qualifying —** qualify inbound and outbound leads against your criteria before they hit your calendar
- **Demos —** run discovery calls and product demos for qualified prospects
- **Closing —** negotiate and close deals within your pricing and discounting guardrails
- **Reporting —** log every touch in your CRM and deliver a weekly activity and pipeline report

Engagement Tiers

Tier	Hours / Week	Scope	Monthly Fee
Fractional SDR	10–20 hrs	Outbound prospecting & qualifying — books meetings, hands off to your closer	$3,000–$5,000
Fractional AE	15–20 hrs	Runs demos and discovery on inbound or handed-off leads, owns the close	$4,000–$6,500 + commission
Full-Cycle Rep	20–25 hrs	End-to-end: prospects, qualifies, demos, negotiates, and closes	$5,500–$9,000 + commission

Every engagement starts with a fixed-fee 30-Day Pipeline Sprint ($2,500–$4,500) — ICP validation, sequence build, and live outbound execution with a results readout — before any retainer commitment.

How We Work

Days 1–14 — Ramp	Deep-dive on your product, ICP, and positioning; build sequences, scripts, and the target account list; get CRM access set up.

Days 15–30 — Launch	Begin live outbound or start working handed-off leads; weekly check-ins to review response rates and calibrate messaging.
Days 31–90 — Run Rate	Steady weekly cadence against your agreed target; weekly activity and pipeline reports; monthly conversion-rate retro.
Beyond 90 Days	Renew, scale hours up, or hand off a documented playbook — sequences, scripts, and win/loss reasoning — if you're ready to hire in-house.

Why Fractional

- **Cost & Speed —** a fraction of the cost and risk of a full-time SDR or AE hire, with no 3–6 month ramp
- **Flexibility —** scale hours up or down as your pipeline needs change, month to month after the first quarter
- **Accountability —** a specific, written target every engagement — meetings booked, demos run, or revenue closed
- **No Lock-In —** sequences, scripts, and CRM activity remain yours at the end of the engagement — no lock-in
- **Limited Timeframe with Option to Continue –** Typically start with a 6-month term to determine if the goals and objectives are achievable

Who This Is For

- Pre-seed to $5M ARR B2B companies that know their ICP and message but have no one consistently selling
- Teams with lumpy or seasonal pipeline needs but don't want or can’t add a full-time hire year-round
- Founders ready to get off the front line of prospecting, demos, or closing — without committing to permanent headcount yet
- Sales Leader who wants an outside perspective from a senior sales professional to provide input on areas the sales organization can improve

Next Step

Book a complimentary 30-minute discovery call. We'll talk through your ICP, current pipeline, and what target to set for a Pipeline Sprint.

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