

# Top Ten **FAQs**

Our most common questions — and how our fractional executives, execution team, and platform help mid-market companies grow faster.

## **SOME OF THE MOST COMMON QUESTIONS:**

### **1. Exactly, what is a fractional Executive?**

One of our battle-tested, executive-level Chief Marketing Officers or Chief Sales Officers joins your company as a part-time member of the executive management team. Clients tell us this fractional approach allows their fractional executive to both identify and execute on growth opportunities. Serving as a Strategic Operator™ and advisor, they blend insight, creativity, fresh perspective, and operational acumen — all without the commitment or cost of a full-time hire.

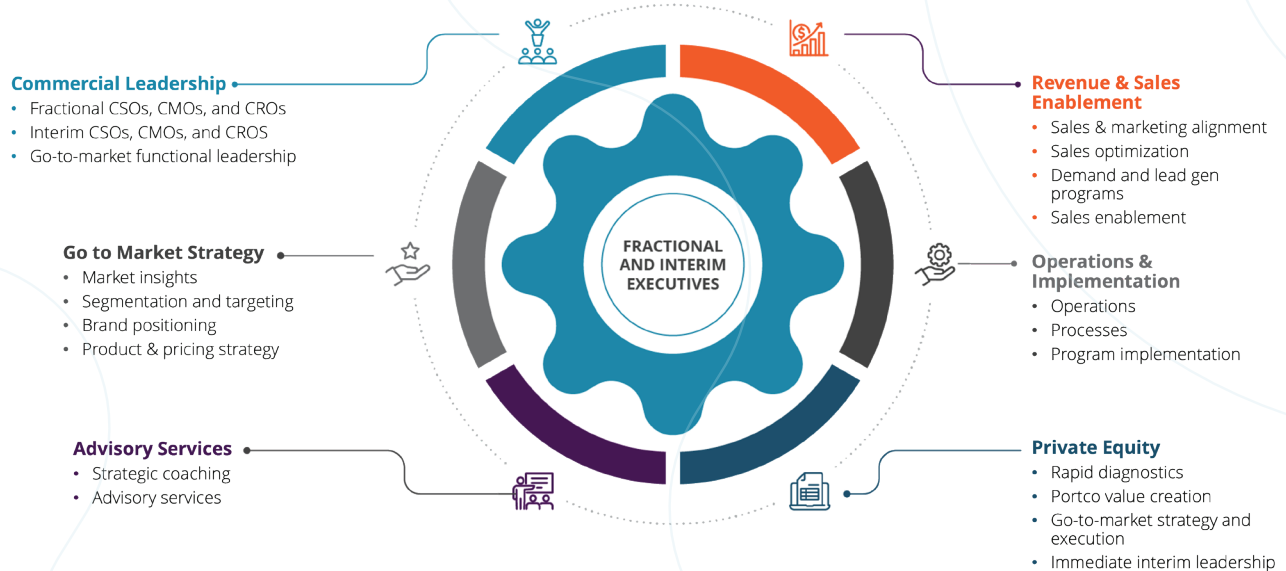
### **2. What does a typical engagement look like?**

We find that our fractional executives make big things happen at client companies with about 25% of their time. CEOs often “heavy up” in the initial months to address pressing opportunities.

Most engagements begin with a recalibration of the go-to-market strategy, informed by insight from customers, partners, competitors, and internal teams. Once the plan is in place, your CMO or CSO works as a Strategic Operator to implement, execute, and manage that plan — often supported by **Team Outsiders™** to activate campaigns and programs, and **GrowthGears™** OS to track progress, alignment, and results.

### 3. What specific strategic marketing and sales tactical deliverables can we expect?

Most companies hire us to develop and execute a business growth strategy. While every company presents a unique situation:



### 4. How long are typical engagements? What happens when it's complete?

Engagements typically range from 2 to 12 months or more, depending on your company's complexity and growth needs.

The early phase focuses on insight and strategy, followed by implementation. Most CEOs appreciate that our executives are equipped to “ride and shoot” — to lead at the strategic level while also managing day-to-day execution. **Team Outsiders™** can expand implementation bandwidth when needed.

## **5. We already have a VP of Sales and Marketing. How are you different?**

With products and services developed and ready for sale, generating revenue becomes a company's top priority. As a result, growing companies often put an executive in charge of the sales function. And Marketing plays a supporting role for Sales, first and foremost to generate leads.

Your VP likely excels at managing current sales operations — but may not have experience developing new markets or long-term growth strategies. Our fractional executives work alongside your team to fill that gap, offering fresh perspective, executive-level insight, and mentorship.

## **6. How much will this cost?**

For most growth and mid-sized companies, a full-time experienced Chief Marketing Officer or Chief Sales Officer is not an affordable addition to their executive team. However, a part-time or interim CMO or CSO may be highly cost-effective.

Clients find our fees competitive with a full-time marketing/sales director or manager at full salary, benefits, and overhead.

The difference lies in the fact that a director or manager is often not a strategic contributor on the CEO's staff. Our fractional executives bring seasoned, strategic leadership to your team — and when it comes to executing the strategies you've mapped out, you'll have a full toolbelt of support through **Team Outsiders™** — a pre-vetted bench of marketing, content, and digital experts ready to help execute your strategy. No additional hires required.

## **7. How should we measure your performance?**

Once an engagement begins and the challenges and priorities to be addressed are clearly identified, the CMO/CSO and CEO typically agree to a handful of Key Performance Indicators (KPIs).

Remember that Marketing and Sales initiatives typically include a mix of long-term and shorter-term activities and benefits.

Knowing that our clients make a significant investment to engage Chief Outsiders, we aim to deliver measurable progress and impact early and often.

### **8. You sound a lot like a consulting firm. Are there any differences?**

Yes — and the differences are significant. Consulting firms often diagnose and recommend. We lead and deliver.

Chief Outsiders executives are not career consultants — they're former C-level leaders who embed within your organization and take ownership of outcomes. You'll work directly with an experienced executive, backed by a firm-wide structure that includes peer review, managing partners, and access to execution support.

We also bring a proprietary platform — **GrowthGears<sup>SM</sup> OS** — which connects your strategy to action with real-time visibility into initiatives, KPIs, and deliverables. No handoffs. No black box. Just clear progress, faster.

### **9. With which industries do you have experience?**

With a staff of more than 125 CMOs and CSOs (over 2,500 years of combined executive experience), Chief Outsiders' industry experience spans 70+ industry sectors. Scan our [roster of interim CMOs and CSOs here](#) to see for yourself.

We've also learned that sometimes a fractional executive from a different industry, with experience in the problem type, may provide a fresh outside perspective, leading to even greater impact and growth.

### **10. Where are you located? Will you work from our office or yours?**

While they live in over 50 major markets across the U.S., all our CMOs and CSOs work with clients nationwide. We believe face time in your office provides valuable intimacy towards developing a trusted relationship with you and your team. Depending on the scope of the engagement, your fractional executive will spend time as necessary in your offices.

**[www.chiefoutsiders.com](http://www.chiefoutsiders.com)**  
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**Ready to Grow Faster — and Smarter?**  
Let's explore how fractional leadership and an on-demand growth system can accelerate your next chapter.