



# How to Sell Yourself as a "Fractional" Professional

## Build Your Portfolio (P)

This reference guide will help you diagnose a client’s objectives, craft the correct strategy to approach them about your “Fractional” offering, clarify benefits, and overcome objections.

<b>Client’s Problem Statement</b>	Fast-growing clients who need executive guidance but cannot (yet) afford a full-time executive; or don’t (yet) know what they need.	Unexpected executive departure (voluntary or not) that leaves a short-term gap. They’re worried about “balls getting dropped” while they conduct a search.	A high-potential employee could be the next executive but isn’t quite ready. Current leadership cannot offer the specialized guidance needed.	The client needs specialized skills that don’t make sense to hire staff (they’d never keep that staff busy enough).
<b>Your Fractional Offer</b>	Usually, 4 to 16 hours per week. (If it’s any more than that, the client may need to consider an FTE.	Could be as much as 20-30 hours per week, but shorter-term (90 days). You also help recruit and train the new hire.	Usually, 2-4 hours per week of structured coaching with specific goals. Typically, 90-180 days.	The hours will vary. It may be 80-100 hours per week but spread against multiple skill areas.
<b>Benefits of Fractional</b>	Lower risk “hire” as a 1099 contractor at a “fraction” of the cost.	Maintain continuity <i>and</i> hire a better replacement based on your experience.	Cost effective way to improve internal talent.	Specialized skills at a fraction of hiring staff. Consistent quality and execution.
<b>Client’s Next Best Alternative (&amp; your sell-against strategy)</b>	It’s not hiring an FTE; it’s hiring an outside company or agency (e.g. a CPA firm instead of a CFO). Overcome this objection by focusing on your dedicated attention to their needs.	Simply waiting until the new person is on board and relying on the team to pull the weight. Overcome this objection by reminding them that teams see this as a lack of support, and they may quit...making the situation worse.	Simply allow the high-potential employee to improve on their own. Overcome this objection by reminding them how difficult it is to find good talent. You risk losing that person when they don’t feel valued.	Hiring an outside agency (or agencies). Overcome this with the financials – outside agencies can be very costly, and their quality varies over time.
<b>Financial Breakdown</b>	Compare the cost of an FTE (with benefits) to your monthly cost.	Compare your (20-30 hour/week) cost to the FTE’s cost over 90 days.	Compare your cost to the full cost to replace that person.	Compare your fees to typical agency fees.
<b>Watch Out For...</b>	Clients at this stage may need realize that executives need budgets – for example, software licensing is not included in a fractional CIO’s cost. Make sure this is clear.	Make sure you know <i>why</i> the executive left the company. There could be a good reason.	The person might be a “problem child” and not “high potential”. Insist on your own 1:1 interview of the person in question to assess the situation and your rapport.	Clients who aren’t willing to pay for quality work. Your offer will be less costly than outside agencies, but it isn’t “cheap”. Insist on a consistent budget. Ask detailed questions about what they’ve done / contracted before.