

Fractional Sales Leadership & Advisory

Experienced sales leadership, channel strategy, and technology advisory for executive decision makers who need practical revenue discipline without a full-time executive hire.

Coretech Advisors | Clark Atwood

Who I help

- B2B technology, telecom, cloud, UCaaS, managed services, cybersecurity, automation, and AI-related companies.
- Founder-led, owner-led, or sales-team-led companies that need senior sales guidance without adding a full-time VP of Sales or CRO.
- Organizations with useful products or services that need clearer positioning, stronger partner development, and more disciplined revenue execution.
- Companies that sell through direct sales, channel partners, referral relationships, or mixed go-to-market models.

Problems I solve

- Founder or executive team remains too involved in every sales opportunity.
- Pipeline visibility is inconsistent, making forecasting and prioritization difficult.
- Sales activity exists, but sales process, CRM discipline, and accountability cadence are not repeatable.
- Channel or partner strategy is underdeveloped, reactive, or disconnected from measurable revenue goals.
- Technology messaging is too technical, vendor-centric, or difficult for business buyers to act on.

Engagement types

- Fractional VP of Sales or Head of Sales support for companies that need experienced sales leadership on a part-time or contract basis.
- Revenue advisory for sales strategy, market positioning, pipeline structure, partner strategy, and growth planning.
- Sales operating cadence including pipeline reviews, sales meeting structure, CRM discipline, opportunity review, and leadership accountability.
- Channel and partner development support for technology service providers, telecom providers, agents, MSPs, and related ecosystems.
- Sales coaching and practical support for owners, founders, account managers, business development teams, and technical sellers.

Relevant background

- Independent Technology Advisor through Coretech Advisors, helping organizations evaluate technology services, reduce friction, improve collaboration, automate workflows, and make better provider decisions.
- Long history in technology sales, direct sales, account management, sales management, channel development, solution selling, and provider ecosystem work.
- Deep familiarity with telecom, unified communications, cloud, managed services, cybersecurity, Microsoft-related solutions, automation, and AI-enabled business improvement.
- LinkedIn recommendations consistently reinforce customer advocacy, business ethics, provider relationships, technical understanding, and the ability to match clients with practical solutions.

Typical First 30 to 60 days

- Assess sales motion, current pipeline, target customer profile, partner strategy, sales messaging, CRM usage, and leadership cadence.
- Identify quick wins, process gaps, sales enablement needs, and accountability improvements.
- Define a practical sales operating rhythm that supports visibility, prioritization, follow-up, and revenue execution.
- Align sales activity with business goals, customer value, partner leverage, and realistic growth priorities.

Contact / Booking Link

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Location: Mesa, Arizona | Available for remote, hybrid, and select in-person engagements