

Fractional Sales Team Leader

Department: Sales and Marketing

Reports To: EOS Integrator

Status: Fractional

Location: KalBlue Group – Portage, MI

Position Summary

The Sales & Customer Service Leader leads KalBlue Group's Sales and Customer Service teams with a focus on driving profitable growth.

This position provides hands-on leadership and accountability across Sales, Customer Service, and Marketing to drive revenue growth and ensure disciplined execution. The Fractional Sales Team Leader owns the sales cadence, keeps opportunities moving through the pipeline, establishes clear priorities and measurable expectations, and holds team members accountable for results.

The leader uses EOS processes and disciplines to create accountability, identify issues, and drive continuous improvement.

Key Responsibilities

- Lead the Sales and Customer Service teams with clear expectations and accountability.
- Lead weekly departmental Level 10 (L10) Meetings using the EOS meeting structure.
- Maintain and review departmental Scorecards and weekly measurable metrics.
- Establish clear Measurables for team members and hold the team accountable for results.
- Own and support departmental Rocks, ensuring quarterly priorities stay on track.
- Use IDS - Identify, Discuss, Solve - to address issues and remove obstacles.
- Conduct regular one-on-one coaching and performance discussions.
- Ensure the right people are in the right seats and understand their roles and responsibilities.
- Reinforce KalBlue Group's Core Values: Grit, Client Obsessed, Integrity, One Team, and Evolving.

Sales and Customer Service Leadership & Growth

- Support the sales team in developing new opportunities and growing existing accounts.
- Support onboarding, coaching, and development of sales team members.
- Lead Customer Service in providing responsive, accurate, and proactive customer support.
- Establish consistent processes and expectations for customer communication.
- Resolve escalated customer issues and coordinate solutions across departments.

Key Scorecard Metrics

- Meet revenue growth and new business development targets
- Sales pipeline activity and conversion
- Existing account growth and customer retention
- Customer Service response time
- On-time customer commitments
- Customer issues and resolution
- Team Rocks completed on time
- Individual and departmental Scorecard performance

Qualifications

- 5+ years of experience in sales, customer service, account management, or related leadership.
- Previous team leadership or supervisory experience preferred.
- Strong leadership, coaching, communication, and accountability skills.
- Strong customer relationship and problem-solving abilities.
- Comfortable working with metrics, Scorecards, and performance expectations.
- Experience with EOS is strongly preferred.
- Printing, promotional products, branded environments, fulfillment, or visual communications experience is a plus.

Leadership Expectations

- Take ownership and drive results.
- Communicate clearly and directly.
- Solve problems rather than work around them.
- Coach and develop team members.
- Use data and metrics to manage performance.
- Lead by example and demonstrate KalBlue Group's Core Values every day.

Leadership Expectations

- Grit: Take ownership, solve problems, and get the job done.
- Client Obsessed: Understand that every shipment represents our customers' brands.
- Integrity: Maintain accountability, accuracy, and trust.
- One Team: Work collaboratively across production, customer service, and logistics.
- Evolving: Embrace technology, automation, and continuous improvement.