

ZEYNEP GABRALI

Fractional Chief Sales Officer

Global B2B Sales & Business Development Consultant

About Me

I am a sales leader with 15+ years of experience in global B2B Sales and Business Development. My passion lies in helping companies grow and scale by implementing innovative, data-driven strategies that generate leads, increase closed deals, and attract new business opportunities.

As a Fractional Chief Sales Officer, I develop and execute sales sprint strategies, identify and pursue international market opportunities, design go-to-market strategies, forecast sales targets, and conduct in-depth market research and customer analysis. I have a proven track record of driving revenue growth, building strong reseller networks, and collaborating cross-functionally to enhance products based on customer insights.

Core Competencies:

- Business Acquisitions
- Revenue Strategy
- Global expansion
- Business Intelligence
- Go-to-Market Strategy Development
- Lead-to-Close Process

LET'S GET IN TOUCH



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Education

BA-Bahçeşehir University, Communication
Faculty 2006-2010
GPA: 3,87

Stanford University, One Year Program in
Management, High-Performance
Management 2012-2013

Value a Fractional CSO Can Add



Sales Strategy Refinement

Develop and implement effective sales strategies tailored to the company's market and growth objectives.



Revenue Growth

Drive consistent revenue growth by optimising sales processes and methodologies.



Team Development

Mentor and train the sales teams, enhancing their skills and performance.



Performance Metrics

Establish and monitor key performance indicators (KPIs) to measure sales success and areas for improvement.



Market Adaptability and Innovation

Adapt sales strategies to evolving market conditions and incorporate innovative approaches to stay ahead of competition and meet changing customer needs.

Fractional Chief Sales Officer as a Service



Strategic Planning and Execution

Develop and implement global sales strategies that align with the company's vision and long-term goals, working closely with the management team to establish and pursue clear growth objectives.



Business Development

Lead business development initiatives, seeking new partnerships, collaborations, and opportunities for growth.



Pricing and Revenue Management

Establish pricing strategies, ensure optimal pricing for products and services to maximize revenue and maintain competitiveness in the market.



Sales Performance

Monitor and analyze sales performance to adjust strategies and achieve defined revenue targets.

Fractional Chief Sales Officer as a Service



Data Analysis

Analyze key sales and outreach metrics to identify trends, optimize strategies, and provide insightful reports to the management team.



Market Intelligence

Monitor industry trends, competitive landscape, and market dynamics to identify emerging opportunities and potential threats.



Sales Efficiency

Evaluate revenue per FTE to assess sales efficiency and suggest strategies to maximize productivity.



Business Intelligence

Leveraging advanced analytical tools and methodologies to extract actionable insights from large datasets, optimizing business operations, guiding strategic decisions, and ensuring seamless integration of BI practices across departments to support data-driven growth.

References



Partners

