

ACTIVE SALES MANAGER

Vladislavs Mamonovs — Fractional B2B Sales & Business Development

1. WHO I AM

I am a fractional B2B active sales manager with 14+ years of hands-on experience across equipment, wholesale, services, and IT. I plug into your business as an external, parallel sales force — no hiring process, no probation period, no payroll overhead. I find companies that need your product, reach decision-makers, and manage every deal from the first cold contact through to a signed contract. I communicate with owners and top executives in the language of value, risks, and scenarios — not features and working hours. All activity is logged in CRM as the single source of truth.

2. WHAT I DO — CAPABILITY OVERVIEW

Capability	What It Covers
OSINT Leadgen	4-week sprint: 50–150 companies matching ICP, qualified by intent signals (hiring, investments, supplier changes). A/B/C prioritization, ready for outreach.
Deal & Partner Intelligence	OSINT verification of partners and counterparties before signing. Ownership structure, litigation, sanctions, reputation. Red Flags Memo with go / caution / no-go conclusion.
Active Sales — Full Cycle	Prospecting → first contact → DM qualification → negotiations → proposal → close. 30–100 new touchpoints per month. CRM-logged, weekly reporting.
Radar Subscription	Weekly intelligence brief: competitor moves, partner risks, market signals, M&A; activity. Early warning system for your market.
Growth Mixology	Identifying new product-market combinations, cross-sell opportunities, and partnership channels. Sprint format: 20–40 options → shortlist of 5–10 priorities.
Client Targeting	ICP profiling, look-alike analysis, trigger-based segmentation. Every contact is precise — with context and a reason for reaching out.
Contract Closing & Account Management	Driving deals from verbal agreement to signed contract and payment. Legal coordination, signing control, invoice and AR management.

3. HOW I WORK

- Week 1 — Immersion: Study your product, competitors, ICP, and deal history. Agree on KPIs, target segments, and first-contact strategy.
- Weeks 1–2 — Setup: Build DM database with intent signals. Prepare scripts, email sequences, value proposition for each segment. Configure CRM.
- Week 2+ — Outreach: 30–100 new touchpoints per month: email + LinkedIn + calls. Personalized — every message references a specific trigger.
- Ongoing — Negotiations: Reach DMs, handle objections, progress deals through funnel stages. Debrief every call, adjust scripts in real time.
- Ongoing — Close: Commercial proposal, terms alignment, contract coordination, signing control, invoice, payment. Don't hand off a warm lead and disappear.
- Weekly — Reporting: Funnel snapshot: new contacts, active dialogues, proposals sent, deals closed. Forecast for the next 30 days.

4. VS. IN-HOUSE MANAGER

Criterion	In-House Manager	Vladislavs (Fractional)
Time to launch	1–4 months	1–2 weeks
Cost	Salary + taxes + workspace + benefits	Fixed rate, no hidden expenses
Experience	Varies — grows over time	14+ years: B2B, cold sales, OSINT, negotiations

Ready to discuss your challenge. Reach out and I will respond personally.

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Database ownership	Manager leaves — data is lost	All data, CRM, materials stay with you
Motivation	Drops after 3–6 months	Result = reputation — always motivated
Scalability	Hire another person	Add a sprint or parallel service — no headcount

5. WHO I WORK WITH

- B2B companies that need outbound — inbound flow is insufficient to hit the plan
- Startups and new products — need first clients and real market feedback
- Companies entering new markets or geographies — building the pipeline from scratch
- Businesses without a dedicated sales manager — the owner sells themselves and needs a replacement
- Companies with seasonal dips — active outreach fills the pipeline for peak periods
- Owners and boards needing market intelligence alongside sales execution

Need a complete B2B sales system without the overhead of hiring? Bring me in — I'll reach the first decision-makers in 2 weeks and build a working pipeline in 4–6 weeks. OSINT lead generation, negotiations, CRM discipline, and contract close — full cycle. Don't need me — disconnect without risk.