

# Why Founders Shouldn't Be the Ones Running the Sales Team—Especially in Wellness Businesses

*Tom Jackobs provides fractional sales leadership so practitioners can focus on impact, not conversion calls.*

LOS ANGELES, CA, UNITED STATES, June 22, 2025 /EINPresswire.com/ -- Wellness founders are often visionaries—not closers. Tom Jackobs is challenging the belief that practitioners should lead sales, offering part-time sales management that aligns with values and boosts results.

Burnout happens fast when heart-led founders try to coach, serve, market, and sell on their own.

Jackobs helps relieve that burden by managing the sales process, supporting the team, and embedding HEART-based frameworks into the entire conversion funnel.

His fractional model delivers consistent coaching, conversion tracking, and people-first sales systems designed for relationship-driven brands.

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Founders should lead the mission—not chase down every lead. That's what a sales leader is for.”

*Tom Jackobs*



“Founders should lead the mission—not chase down every lead. That's what a sales leader is for.” — Tom Jackobs

[Explore how Tom's fractional sales management can transform your business](https://www.TomJackobs.com) at <https://www.TomJackobs.com>

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About Tom Jackobs:

Tom Jackobs helps values-based business owners scale ethically with proven sales systems. As a fractional sales leader, he brings clarity, confidence, and compassion to growing sales teams in the wellness and private-pay space.

Media Contact:

Tom Jackobs

Email: [tom@tomjackobs.com](mailto:tom@tomjackobs.com)

Phone: 713-240-1529

Thomas V Jackobs

JackobsEffect, Inc.

+1 713-240-1520

[tom@tomjackobs.com](mailto:tom@tomjackobs.com)

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