

WHY OUTSOURCE YOUR INSIDE SALES?

5

Questions to Ask Yourself
About Reaching Out to
Customers and Prospects

READY FOR THE CHALLENGE OF SETTING UP AND RUNNING THE OUTBOUND COMPONENT OF YOUR INSIDE SALES OPERATION?

If you're like many executives we speak with, you either feel like you don't have the time or experience to create an inside sales engine, or you've tried it before and don't want to endure the difficult processes and unpredictable results that characterized the last effort.

Fortunately, you do have options. And one of the options that an increasing number of companies are relying on is to outsource the outbound element of inside sales. What are the benefits of outsourcing? And how do you know if outsourcing is right for you? A good place to start is by asking yourself these five important questions:

1

Are you wary of the mind-bending complexity of building an inside sales operation?

Times have changed. The inside sales operations of yesterday were relatively simple undertakings compared to the highly-complex operations of today.

Sales technologies have advanced at a dizzying pace. New measurement techniques have been developed. Sales team management has been transformed. Even the profile of people who succeed as Business Development Representatives (BDRs) has changed radically, necessitating a more complex hiring and training process.

In fact, there are a seemingly infinite number of moving parts you must get to mesh together. If they don't sync right, your operation can veer quickly off the rails. You must:

- ✔ **Recruit and hire** the best candidates for your team
- ✔ **Develop a custom outbound playbook** for finding the right prospects
- ✔ **Train your team** with a customized program that gets results quickly
- ✔ **Select the components of a technology stack** and integrate them in Salesforce
- ✔ **Install live dashboards** that allow you to monitor the performance of your team in real time
- ✔ **Design a cadence** that leverages phone and email to facilitate conversation
- ✔ **Schedule weekly huddles** to analyze results and adjust sales strategies
- ✔ **Ensure that on-site management** has the expertise to deliver a fast ramp and repeatable results

Seem daunting to you? It does to most executives. And it's why you may be ready for an outsourced solution.

2 Do you need to control risk—and in the process, reassure C-level executives and investors?

Money and time equals risk. If your budget and timeframe are limitless, you'll have no worries if you're trying to establish an in-house inside sales operation. But if you need to be generating revenue quickly—and delivering it in a *predictable* stream once you're operational—you may wish to outsource your operation to an outbound expert.

Ideally, you'll want a provider who can get it right the first time, and save you from getting caught in a downward spiral of trial-and-error that burns through precious capital and misses the moment of greatest market opportunity.

3 Prefer to rely on a dedicated team of highly-reliable BDRs, as opposed to pooled resources?

You may have experienced firsthand that the annual turnover of BDRs can reach 100% or higher in an inside sales operation. For you, that can be a costly nightmare of constant training, low morale and chronic inability to generate predictable, repeatable sales results.

However, the process of staffing your team does *not* have to be problematic. If you decide to outsource, you'll want to ask about scientific advances that have been made in drastically reducing turnover among the BDRs. Seek out a provider that has perfected its hiring profile, uses systematized training techniques, and clearly-articulates and incentivizes its path for BDR career growth (and even grows its BDRs into closers who can “seal the deal” for you).

Also, you want a team of BDRs that has been intensively-trained to fully learn your product or service, and is dedicated to working *solely* on your business. That way, you get a team with focus and expertise, rather than relying on an outsourced team that's assembled from pooled resources in which each team member's time is divided among multiple clients.

4 Are you about to fall into the trap of “I did it 10 years ago and can do it again”?

If you succeeded in establishing an inside sales operation in the past, you deserve congratulations. But there's also a word of warning you'll want to consider: Many business leaders who effectively developed an inside sales operation 5, 10, or 15 years ago have *not* been able to replicate that accomplishment in today's environment.

For example, did you use a “rock star” model in your previous inside sales engagement, in which you hired outgoing, talkative BDRs who were “naturals” at conversing with prospects? Do it today and you may

be doomed to failure. You see, in the current sales environment—with its emphasis on metrics and repeatable processes—you get better results with analytical BDRs who are adept at solving problems, rather than engaging in the gift of gab.

More importantly, with “rock stars,” you’re at the mercy of one-of-a-kind performers who each have their own unique way of conducting business, so you can’t build a system and methodology that are repeatable and deliver predictable results. To succeed, today’s BDR will live by the system and go by the playbook, rather than wing it and shoot from the hip.

5 Ready for a sales transformation in which you use outsourced sales as part of an all-new business model?

Today, a growing number of companies are not only outsourcing inside sales as a way to avoid complexity and risk, they’re also doing it as part of a strategic restructuring of how their company does business. Increasingly, many firms are doubling down on the core functions of their business—product development and customer retention, for example—while outsourcing functions such as IT, human resources, and now, in the latest evolution, sales itself.

It’s part of a trend toward leaner, more agile organizations. And, for you and your colleagues in corporate leadership, it’s an insightful way to position the move to an outsourced operation that delivers faster results and better performance.

DISCOVER A SIMPLE WAY TO GET STARTED— CONTACT REVENEER TODAY.

Whether you choose to outsource the outbound component of your inside sales operation is up to you. But whatever you do, a good first step is contacting Reveneer. We’re outsourcing providers who can help you delve into the issues cited in this piece, and use our predictive modeling techniques to assess whether outsourcing is the best solution for you.

We won’t sell you. Rather, we’ll go over the pro’s and con’s with you, and assure you that if you *do* decide to move forward, we have the experience and expertise to design, build and launch your customized operation within 45 days. But first things first. [Visit our website](#) and contact us today. We’ll be happy to provide you with whatever information you require.