



EBOOK

How Outsourcing Can Help Drive Top-Line Growth in an Era of Disruption



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Putting together a good team of sales and customer service reps is hard enough but keeping them is even harder. To measure the impact of the Great Resignation in 2021, Gartner did a survey which found that 38% of the 600 reps surveyed were disengaged, and those reps were 84% more likely to think of quitting or be actively looking for a new job.¹ So how do you mitigate workforce instability and keep your business running smoothly in an era of disruption?

The answer is simple — *outsourcing*.



of the 600 reps surveyed are disengaged, and those reps are “84% more likely to think of quitting or be actively looking for a new job.”²

Studies have shown that a lack of staffing is the biggest obstacle to improving B2B lead generation, in addition to funding and time. By outsourcing your demand generation function, you can make up for that lack of manpower—your in-house team can focus on growing your business while a dedicated external team can increase sales growth and minimize the strain on your budget.

Also, with the right outsourced sales and marketing partner, you can tap into a pool of new resources and skilled professionals who are ready-trained and equipped to efficiently and effectively help your company reach its goals—and the experience to know what works.

When it comes to revenue growth, outsourcing your marketing and sales functions is a sound strategy that increases efficiency, saves costs, and helps you maintain a consistent always-on marketing and sales engine that will drive results.

¹ Gartner 2021 Customer Service Rep Role and Experience Survey, Gartner, June 2021

² “Why Service Reps Disengage and What You Can Do About It,” Gartner, 2021

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Other benefits include:



Reduced financial risk

Many outsourcing companies will only charge you for the results they deliver, so your financial risk is reduced.



Greater efficiency

Outsourcing companies can gather data effectively, amend pricing, and build compelling offers to incentivize customers and increase profits.



Faster results

Outsourced marketing and sales teams can accelerate and streamline the process of promoting your products and finding new customers.

In this eBook

we provide **a checklist** for you to take stock of your business' need and readiness to outsource, and **the five key values** you should require from your outsourcing partner.



CHECKLIST

What to Consider Before Outsourcing

Before you proceed, it's important to define the objectives and business needs you're trying to address with outsourcing. Evaluating all the costs necessary to run an internal sales team, the turnover rate for the different types of team members, the number of touchpoints required to make a sale, the consistency of brand messaging, and the level of training needed within a team are integral steps in the process.

Use the following checklist to make sure you've covered the eight most critical areas of consideration:

How would you measure success, and what would the specific metrics look like?

How long is it currently taking potential sales to hit the sales pipeline, and will outsourcing improve those timeframes?

What kind of data is needed to run an inbound and outbound marketing campaign, and what will it cost?

Can you scale up and down with the needs of the business, and can your partner accommodate an increase in call volume to support new marketing initiatives or the addition of a new geography?

What will the cost look like from all angles?

What resources are necessary from your end to make outsourcing successful? Do you have the capacity to maintain active engagement with your outsourcing partner?

What is the ROI?

Who within your organization will need to be involved in the decision-making and buy-in for success?

When done right, outsourcing can reap significant benefits for your business, especially for teams that are already stretched thin or lack the skillsets needed to realize your new growth goals.

82% 

of large organizations around the world view outsourcing favorably.³

 **43%**

You can become 43% more efficient at generating leads when you outsource.⁴

³ Outsourcing Aims Higher on Cost, Performance and Innovation, Bain & Company, October 2018

⁴ Top B2B Lead Generation Statistics for 2021, The Pipeline, accessed January 2022

The Five Key Values You Should Require from Your Outsourcing Partner

A good partner should make you feel at ease and include you in the process. You should be able to view your partner as someone who brings measurable and tangible value and serves as an extension of your team. A great partner will even help you improve your existing processes, bringing valuable insights and filling gaps that may exist in your team.

Before you choose an outsourcing partner, it's imperative to ensure that your internal sales team and your potential outsourcing partner are aligned.

Ask yourself:

Are the roles, responsibilities, and expected service level agreements understood between your sales organization and your outsourcing partner?

Is there a solution in place to prevent a disconnect between your internal sales team and your partner?

Look for these five key characteristics in a business partner:

1

Experience: Your partner should have sufficient experience, preferably in your industry. If that is not the case, ensure their skills and knowledge are transferable to avoid a huge learning curve.

2

Match: Make sure your partner is the right fit for your product/service and target audience. Even if they can take on some of your internal responsibilities, it does not mean that they are the right match. It's essential that your partner knows your buying personas and how to sell to them.

3

Style: Find out what their standard operating procedure is and if it is aligned with your culture and established processes.

4

Feedback: Get a partner that will maintain active and regular communication. Especially in terms of feedback and getting reports and analytics.

5

Logistics: Know how your contacts, lists, processes, and other information will be handled. It would also help to know what systems you will be working with.

Ready to see demand generation and sales growth results?

With 25 years of demand generation and inside sales expertise, Televerde offers a complete portfolio of sales and marketing solutions designed around your goals. We provide the sales and marketing alignment, strategy, and services you need to grow, compete, and drive pipeline in new and existing target markets.

Learn more about how Televerde can help.
visit www.televerde.com or connect with our team at <https://televerde.com/contact/>

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