



*12 Reasons to use a
Sales Outsourcing
Company in 2020*

Lead Generation – The Biggest Driver

Lead generation is the biggest driver of sales growth for every business, big or small. Yet, it can be the most challenging and time-consuming part of the sales process.

This is why many of today's most successful companies in the UK, Europe and North America are enlisting the services of a sales outsourcing company to handle their frontline, top of the sales funnel prospecting.

If you don't consistently and systematically generate demand for your products and/or services, you won't have a business for very long. However, despite this undeniable truth, many organisations still make the fatal mistake of prioritising other, less vital areas.

(This was one of the biggest issues we tackled in our recent webinar – 5 things that keep sales leaders awake at night).

In the B2B sector, generating leads with a range of effective sales and marketing activities (prospecting, email marketing, content marketing etc.) should always be your primary focus as a business. Of course, this is easier said than done.

There are many obstacles which can hamper your lead generation efforts, particularly when both the political and economic climates are so uncertain. This is why seeking the services of a sales outsourcing company is going to become an increasingly popular and profitable option in 2020.



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About Author

Jake is a proven Sales Leader, with over 10 years experience in achieving experiential growth in sales revenues through effective planning, deployment and management of sales prospecting strategies.

Jake leads the Outsourced Business Development team at leading sales acceleration consultancy, durhamlane. Delivering successful demand generation campaigns and inside sales services for the likes of PwC, Deloitte, InsideSales.com and HappyorNot Ltd (to name a few).



Quality + Quantity + Consistency

One of the primary advantages of outsourcing your B2B sales and marketing efforts is that you get the power of a professional lead generation team to support your business.

Essentially, a good sales outsourcing company should employ a strategy that combines quality, quantity and consistency (one of our sales mantras), in order to generate high-quality leads.



It's a Targeted Numbers Game

Although the quantity of potential leads contacted is an important element of lead generation, it's the quality of those leads that should be the primary focus of any good B2B sales outsourcing company.

This kind of strategy takes time, but a targeted approach is very important. Therefore, the more people you have working on your lead generation efforts, the more quality leads you can expect.





Professional Persistence

This is probably our most important sales mantra here at durhamlane. In essence, it means to keep chasing down a lead without coming across as brash or aggressive.

That extra level of professionalism that results in qualifying a lead often comes down to knowing how to walk that fine line between pushiness and persistence. In fact, research by our client and partner InsideSales.com has shown that tangible outcomes typically aren't generated until the seventh contact attempt.





? *Question-Based Selling*

It should go without saying that any good sales outsourcing company knows how to devise and implement an effective sales strategy, regardless of the products and services they're working with.

The best sales strategy usually involves question-based selling. In other words, asking a set of key questions in order to identify their needs, pain points, budget etc.- rather than trying to pitch your products or services

Another of our top sales mantras is 'Business Fit, Business Value' - meaning only sell to companies you can help.



C-Level Approach

One of the most difficult aspects of lead generation is reaching the key decision maker of the business you're targeting.

However, adopting a C-level approach (which basically means contacting leads with 'Chief' in their job title) is much easier said than done, and takes a lead generation team who are skilled and experienced in what we call the 'Selling at a Higher Level' methodology to make it work.





Speed to Market

When hiring your own sales people, finding the right professionals and bringing them up to speed on your business and products/services can take considerable time.

This is one area in which lead generation can provide massive advantages, as a sales outsourcing company's resources and experiences will enable them to start generating leads for you in a much shorter timeframe.





More Selling, Less Upskilling

A good lead generation team already have the skills and experience needed to run highly productive sales and marketing campaigns, and can therefore spend more time generating revenue and less time upskilling their workforce.

In other words, sales outsourcing companies can typically invest more time focusing on generating leads than organisations with their own in-house sales and marketing people.



Less Costs, Less Stress

As we've already established, hiring and managing your own staff means investing a lot of your own time and money. This includes costs for sales and marketing resources such as; customer data, CRM licenses and other tools.

Working with a sales outsourcing company means you don't have to pay for any additional resources, meaning lower costs and, ultimately, less budget-related stress.

Additionally, to put it bluntly, it's easier to fire a sales outsourcing company than it is to fire an underperforming sales employee.





Less Confusion, More Success

Even when you know your products and services inside and out, without a clear sales pitch you could end up losing otherwise highly suitable customers.

This is one area in particular in which sales outsourcing companies can provide massive benefits, as they have such a wealth of experience selling a variety of products/services.





Sales Floor Environment

A good outsourced sales team has an electric atmosphere - lively but not unruly. Fostering this kind of comfortable environment for experienced sales professionals takes time, is difficult and doesn't always work.

This is another reason why outsourcing your lead generation efforts is an effective way to improve results, as an established company will already have a positive sales environment in place.

Think about the difference between a dedicated sales floor with skilled and confident professionals, versus an office with one or two sales people in an environment full of professionals from other departments trying to focus on other non-sales tasks.

Which do you think will generate the best results?

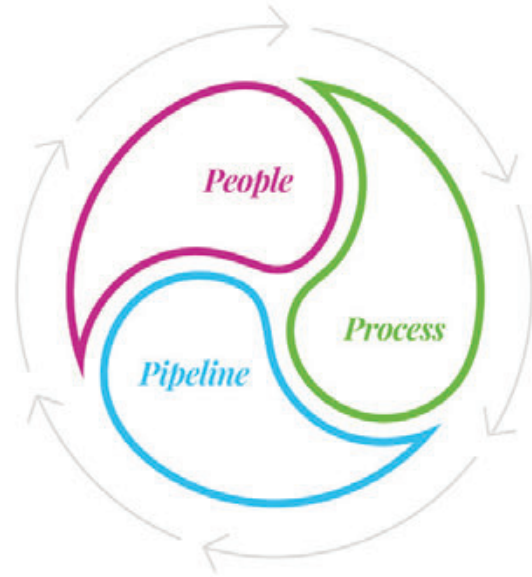


One Team, One Approach

A common problem for organisations with in-house sales and marketing people is that, because they most likely won't be a specialised sales or digital marketing agency, there often isn't a uniformed lead generation process or sales qualification criteria.

This can give rise to a number of issues, such as muddled or inaccurate customer data and missed opportunities. Of course, a good sales outsourcing company employs a 'one team, one approach' strategy, meaning a streamlined process and far less problems.

(See our Magic 35 Qualification Sheet).





Eyes, Ears & Ideas

Sometimes, all it takes is a fresh pair of eyes and ears to breathe new life into a stale campaign or zombie leads.

By using kick-off brainstorming sessions to get a fresh perspective and listening to new ideas from sales outsourcing company professionals (who are invested in your success) can quickly reinvigorate your sales and marketing efforts.

This can also provide the added benefit of transferring useful knowledge to you and your team.





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