

A background image showing two business people in suits shaking hands. The scene is set against a city skyline at night, with illuminated buildings and a dark sky. The image is framed by a white dashed border.

5 Questions to Ask

Your Sales
Outsourcing Partner

Outsourcing your sales function is a big decision.

Sales outsourcing is different than many types of BPO because the firm you hire will engage directly with potential customers. These are five questions you should ask to ensure you choose the right sales outsourcing firm for your business.

- 1 What *Exactly* Do You Deliver?
- 2 What Channels Do You Use?
- 3 How Do You Build a Target Prospect List?
- 4 What Can I Expect From Your Executives?
- 5 What If This Doesn't Work?

#1 What *Exactly* Do You Deliver?

As with any buying decision, you want to start your discovery process by fully understanding what *exactly* you can expect from your sales outsourcing partner. **The depth of service varies widely between firms, so don't make any assumptions.**

To start, you will want to understand which part of your sales funnel you are outsourcing. Some companies will handle your entire sales cycle from start to finish, while other firms focus on one part of your funnel.

The most common form of sales outsourcing is appointment setting, in which the outsourced firm will engage top-of-funnel prospects to schedule a discovery call on behalf of your sales team.

Of course, no two services are the same, so you want to ask about specifics as much as possible.

Ask About Specifics

- Do you guarantee the appointments will be qualified?
- How do you define a qualified appointment?
- Will the leads be delivered directly into my CRM?
- Will the lead come with call notes or other pertinent information?

#2 What Channels Do You Use?

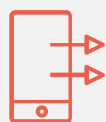
It's amazing -- there have never been more ways to engage with buyers. To quantify just how many avenues there are to communicate with prospects, consider the following statistics on an average American:



Daily Communication Habits



Makes/Receives 94 Texts



Makes/Receives 6 Calls



Spends 128 Min on Social Media



Receives 121 Emails

As demonstrated above, there are truly endless ways to engage with buyers -- but with all the options for communication, there also comes a lot of noise. Cutting through all the noise is a big reason we rely predominantly on phone calls for our outreach.

#2 What Channels Do You Use?

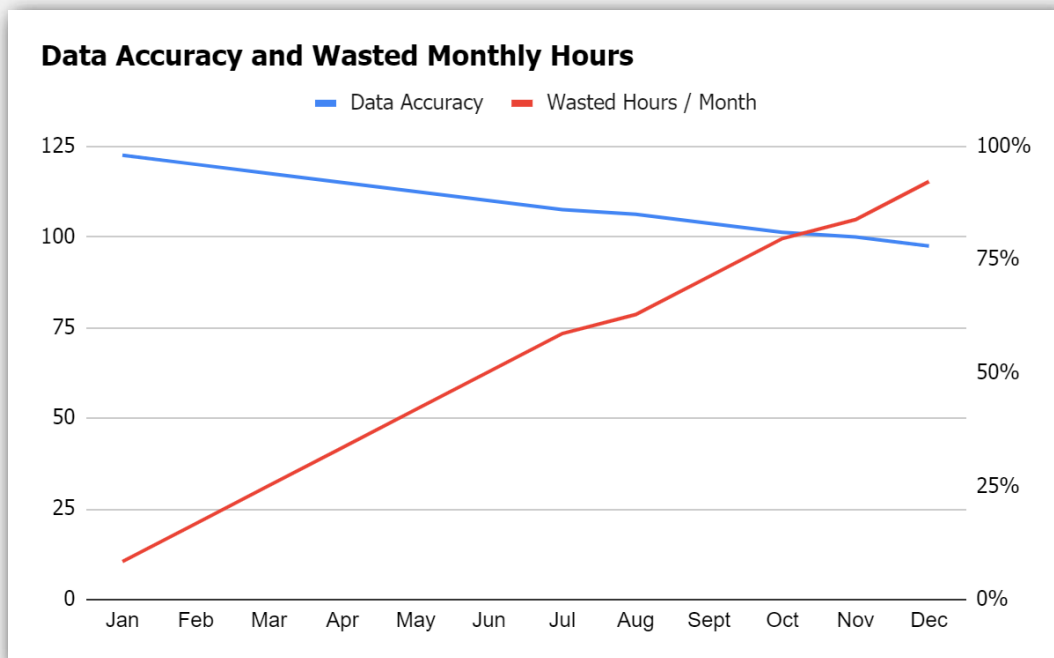


(cont.) Naturally, other firms apply their own methodologies, and that's okay. Some organizations see value in a high-volume approach that maximizes touchpoints through email and social media. Other organizations want a sales outsourcing partner who emphasizes the quality of interactions, as we do at SalesRoads. **Ultimately there is no single "right answer," you need to decide for yourself which strategy will best serve your goals.**

#3 How Do You Build A Target Prospect List?

List quality is another big differential when it comes to sales outsourcing companies. Beware of firms who recycle data from campaign to campaign. It is common for these types of firms to start your call campaign with a "data cleanse," in which your outsourced sales rep spends the first portion of the campaign verifying data before beginning to actually prospect.

Because sales data decays at an average 2% per month, the "cleanse" period may last as long as a month, likely detrimental to your ROI.



List inaccuracies add up to huge sums of wasted time & calling effort

#3 How Do You Build A Target Prospect List?



The depth of service varies widely between firms, so don't make any assumptions.

(cont.) Another common pitfall to be aware of is a "zero-list approach." This is most common for firms that rely heavily on landing pages to generate leads. These are essentially marketing firms that qualify prospects via phone after the prospect has filled out an online form.

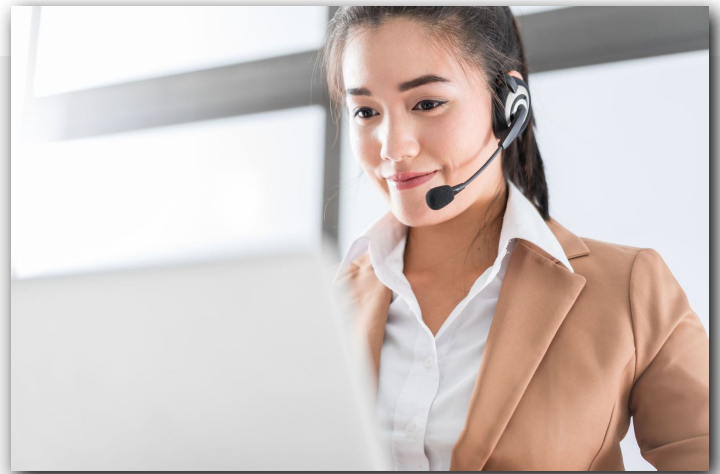
At SalesRoads, our dedicated research team builds a fresh list for every campaign and replenishes new leads as requested by our sales executives or campaign managers. Our internal data demonstrates a high-quality list is essential to the success and vitality of a campaign, so we don't cut any corners.

Again, there is nothing inherently wrong with a "zero-list" or "data-cleanse" approach, each method has advantages as well as disadvantages, namely, cost and time to launch. A good way to gauge the potential impact on your campaign's performance is to ask for a sample list prior to launch, this way you know firsthand the types of prospects your outsourced partner will pursue on your behalf.

#4 What Can I Expect From Your Executives?

When it comes to sales outsourcing firms, agent quality is the single largest differential you will encounter. In fact, you are probably familiar with off-shore call centers and the negative connotations that come with them.

Although we staff our outsourced sales teams with 100% USA-based sales executives, there are advantages to using off-shore partners. The most obvious advantage is cost -- overseas agents can be retained for lower wages than their domestic counterparts. Contrary to popular perception, many overseas agents have excellent English skills and are more than capable of engaging in fluid conversations.



SalesRoads' Executive Advantage



Seasoned Reps (Avg. 14+ Years Exp.)



3X Industry Standard Training



Frequent 1-on-1 Coaching

#4 What Can I Expect From Your Executives?

(cont.) In fact, we choose to build our sales teams here in the USA not because of a language barrier, but because of our clients' goals when engaging SalesRoads. **Our clients are generally looking to capture market share for an innovative product that may have numerous use cases, variable qualifications, or complex differentials. To serve our client's goals we need business-savvy sales reps** who can confidently handle such complexity, but not all companies need seasoned sales executives and would prefer a low-investment alternative.

Either way, know what you can expect from your outsourced representatives before making any commitments.



#5 What If This Doesn't Work?

This is the most important question you need to ask before outsourcing your sales function. We're not talking about the contract terms (although you should be familiar with those as well), we're talking about your campaign strategy and how it serves your business goals.

We hear it all the time; people come to us after engaging another sales outsourcing firm, but the other firm is unwilling, or unable, to adapt their methodology to the client's needs. "It's like my business is a square peg and they jammed it into a round hole," they tell us.



#5 What If This Doesn't Work?

(cont.) Thankfully, not all firms operate this way and the best firms can explain how their methodology adapts to generate positive economic impact. Our methodology at SalesRoads relies heavily on front-line feedback from our agents to guide our outreach efforts. Our dedicated sales coaches then aggregate and distill the feedback into a cohesive campaign strategy -- like scientists methodically testing different solutions until they find a winning formula.

Needless to say, you need more than analogies to feel comfortable backing a firm's methodology with your investment, so be prepared to dive deep. Here are some other question you may consider asking to probe further:

Probe Further

- How do you test different messaging?
- Will you build a new list if the first one doesn't work?
- Have you ever had to pivot campaign strategy? What happened?

As we said before, there really is no one-size-fits-all approach to sales outsourcing. Just as no two sales departments are made the same, neither are two sales outsourcing organizations. But **with your brand -- and ROI -- hinging on the success of your sales outsourcing partner, you should expect thorough answers** to your toughest questions.

About SalesRoads

SalesRoads' helps companies grow by providing award-winning Appointment Setting and SDR Outsourcing Services. Although the tools & strategies change all the time, our mission never has.

Recognized as an Industry Leader By These Organizations

SellingPower

BUSINESS INSIDER

HACKERNOON

Entrepreneur

Inc.5000

GRITDAILY

FORTUNE
SMALL BUSINESS

South Florida
BUSINESS JOURNAL
FLORIDA FAST 100



innovation & tech
today

Inc.

Want to talk about it?

We know how challenging it is to find a sales outsourcing partner that fits your business' needs and goals. **We're here to help you make an informed decision. Call us for a no-commitment strategy session, we want you to make the right decision for your company.**



Contact-us:

1-800-836-4033 | maria@salesroads.com

