

Is sales outsourcing right for your business?

Can sales be bought as a service, the same way we buy office cleaning services or print management? The answer is a definitive **YES** and getting it right brings consistent growth and huge competitive advantage.

This guide is written to help make that decision. We hope you find it helpful, whatever your decision.

Best wishes,

the Virtual Sales Team

6 TESTS

Simple Tests for Sales Outsourcing

1. Who is your “ideal client”?
2. What is your value proposition?
3. Why do customers buy from you?
4. How much is a new client worth?
5. Which part of the sales journey can you be supported?
6. What does success look like?

1 Who is your ideal client?

The easy answer is “the ones with the money”. However, in reality, the ideal client is the one who best aligns with your business goals. By identifying ideal client attributes it becomes far easier to find likely prospects that match your criteria.

About the Organisation (*examples*)

- # Years trading
- Annual Turnover
- # Locations
- # Employees
- Industry sector

About the decisionmaker

- Job Title
- Budget
- Need
- Decision authority
- Timescale

With a clear definition of your ideal client, outsourcing sales presents a genuine path to growth.

2 What is your value proposition?

A clear value proposition aims at making your product or service attractive to your next customer and is crucial for people to represent you.

1. Identify all the benefits your product offers
2. Describe what makes these benefits valuable
3. Identify your customer's main problem
4. Connect this value to your buyer's problem
5. Differentiate yourself as the preferred provider of this value

An example and avoiding the overused consumer Apple/Nike or Coke; at Virtual Sales Team, we believe our value proposition is to “introduce you to your next customer”. We put you in front of people who are destined to be your customers. You don’t know these people yet and we differentiate ourselves by both knowing who and how to make the connection.

3 Why do customers buy from you?

The easiest way to answer is to ask your existing clients. As an extension of your Value Proposition, answering this basic question creates conversations with prospective clients about why you are the best choice. Key factors such as price, features and compliance exist but these are not the only tools at your disposal.

If “there are too many reasons to list”, we work together before so you are outsource ready.

4 How much is a new client worth?

The simplest approach is usually the best to answer this test. We recommend one of the following for a good estimate:

- Minimum contracted value
- Average revenue over relationship based on similar clients
- Estimated profit contribution during the relationship

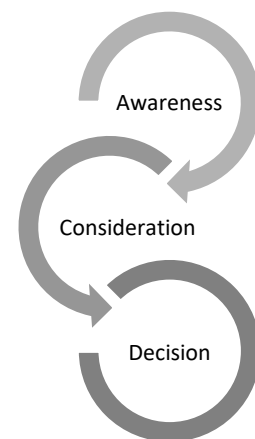
Simply put, when the customer costs less to acquire than you make from them, then outsourced appointment setting is right for you.

5 Where in the customer journey can you be supported?

The customer journey is rarely linear or smooth however there are usually key identifiable stages – Awareness, Consideration & Decision.

The more “packaged” the solution the easier it is to sell and outsource all three stages.

Once you have an outline of your customer’s buying journey the selecting which stages to outsource becomes clear.



6 When do you need to have achieved your sales goal?

Timing is everything in business. Outsourced sales can be an invaluable short-term tactical response as well as a long term strategy to consistently feed your opportunities.

It takes a minimum of 2 months to recruit and onboard a desk-based salesperson who has a career expectation of 16 months before the next role. The time to train them and get a sales pipeline together add another 12 weeks.

Apart from the cost of all that time and effort for 11 months of productivity, it greatly reduces your ability to be responsive.

Conclusions

This guide reviews 6 key considerations to assess your readiness to outsource part or all your sales activities to a Virtual Team. We run client workshops to get you ready to best exploit the opportunities that having someone introduce you to your next customer delivers.

About Virtual Sales Team:

Virtual Sales Team blend technology and talented salespeople to generate high-value B2B sales leads, extending your sales and marketing activity.

Contact Details:

Virtual Sales Team

Tel: 0800 085 5574

Web: www.virtualesalesteam.co.uk

2 RUSHMILLS, RUSHMILLS BUSINESS PARK, NORTHAMPTON NN4 7YB
REGISTERED IN ENGLAND & WALES COMPANY NO. 06057779