

You Outsource Your HR & IT, Why not Sales?

As a business owner or corporate executive, you must ask yourself, how can I turn over my company's sales to an outside firm? Sales is my lifeblood, it's the company's family jewels. I can't possibly let someone else develop, manage and run with it, or can I?

Who will own the relationships with the clients? Will I lose control? What happens if something goes wrong?

Industry experts acknowledge that business process outsourcing has become a standard business practice. Outsourcing functions like logistics, administration, help desk/ IT, payroll etc. can save you as much as 20%. What if outsourcing your sales functions could save you 20% in cost...AND INCREASE SALES REVENUE AND PROFIT MARGINS?

Total Solution Delivery

The market for outsourced services has grown to well over \$500B in 2002 with an annual growth rate expected to reach 15%. Business Process Outsourcing is making up over half of all outsourcing dollars spent in the market. Sales Outsourcing makes up approximately 15% of the total outsourcing revenue with a 30% annual growth rate!

More and more companies, both large and small are looking for outsourcing providers who can bring value by;

- Reducing their "Cost of Sales"
- Increasing the Speed to Market
- Improving Productivity of Existing Sales
- Reducing the Turnover Rate
- Increasing Client Acquisition and Satisfaction
- Shortening the Sales Cycle

In studying some of the most productive sales teams in various industries, a core of key principles, beliefs, skills, and practices becomes apparent with those of the top tier. The best sales teams exhibit an energy, cohesiveness, and structure of process that allows them to dominate. Here we will examine what choices and decisions you need to make in choosing your Sales Outsourcing provider so your company can focus on success.



1. What is Sales Outsourcing?

It is the transfer or development of sales resources, including all overhead expenses, such as recruiting, payroll, insurance, commission management, equipment, training, including the management responsibilities to an outside organization. The outside organization, the outsourcing provider, has the responsibility to manage the sales team to meet corporate expectations and achieve results.

2. What is causing an increase in demand for Sales Outsourcing?

"Sales Expertise" - Many organizations are launched by engineers, financial or operations type professionals. They are able to grow a business to a certain level based on their expertise, but in order to achieve their next level of growth they need to look outside of the organization to find sales & marketing guidance and direction.

"Keeping a Focus" - Many large organizations have existing sales teams in place. If you put too large of a burden on your existing sales team with new products, new geographies or new targets, they will lose their focus! Using an alternative channel, such as a sales outsourcing organization allows a focused sales effort on a particular market segment or product.

"Tactical Revenue" - Sales Outsourcing solutions, which range from advisory services to outsourcing services, focus on developing Tactical Revenue Plans that will help companies achieve the next level of growth quickly.

"Cost of Sales" - If an organization looks at the true cost of building, supporting and managing a sales force they would be surprised. Many companies can't tell you what the true "cost of sales" really is. Sales Outsourcing offers clients a "fixed" cost of sales solution. The average cost of sales outsourcing is lower than developing your own sales team!

"Speed to Market" - Another factor is time to market, it's much quicker for an outsourcing provider to have a well trained and managed sales team out the door making and closing business than to organically grow a team. Outsourcing providers are constantly recruiting and have Sales processes in place and can produce results with "feet on the street" in 45 days or less.

3. How does a business know it's time to look at sales outsourcing?

If your organization needs to roll out a new service or open a new territory, Sales Outsourcing solutions provides a much quicker solution and allows their existing sales team to maintain their focus.

Or, if you currently don't have a sales force in place and decide it's time to grow.

Or, if your company has experienced one or more of the following problem areas like Stagnate Growth, High Turnover Rates, High loss Ratio or Low Margins.

4. How large or small can a company be to implement Sales Outsourcing?

Most small and mid sized companies require assistance in generating tactical revenue strategies. Large organization, Fortune 500 companies, also need the speed and flexibility of sales outsourcing where they can launch a sales force in a new territory in less than 45 days then have the ability to scale the project at a moments notice. Large organizations with existing sales teams need to keep their sales people focused and not introduced too many new products or change direction too quickly. Sales Focus is flexible to meet the demands of a changing economy.

5. What differentiates Sales Outsourcing companies?

Sales Outsourcing is still a growing industry that is becoming more and more crowded with new competitors. It's important to verify that the organization has had success in the development and launch of several sales teams. They should have a minimum of 5 years experience in growing companies. The Sales Outsourcing provider should have a clear understanding of vertical industries and the knowledge of differentiating between selling products and services.

If a technology services company needs to launch a sales team, the Sales outsourcing organization needs to have a strong understanding of technology and solution based selling techniques before they can effectively build and launch a sales force.

They must also possess strong sales organization development capabilities and have their sales processes well documented along with a solid launch process to get the team moving quickly.

Conclusion

In today's aggressive environment, sales outsourcing assists companies in going to market quickly and effectively and provides them with an overall competitive advantage.

About Sales Focus Inc.

Sales Focus Inc. is a sales outsourcing, consulting, and training company that focuses strictly on tactical revenue generation for our clients. In difficult economic times, Sales Focus clients' will not only survive, but also thrive! We represent the concept of focused profit enhancement solutions.

Sales Focus is driven towards a single goal: "Generating Immediate Revenue for our Clients!" Whether it's implementing our SOLD Methodology, Developing Specialized Training Programs or Launching an Outsourced Sales Force, we remain focused on the goal of TACTICALLY GENERATING RAPID REVENUE for our Clients.

Whether you're an emerging company or Fortune 500, every organization needs a sales strategy and a tactical level sales plan. We provide our clients expertise on developing effective sales professionals and how to build top performing sales organizations. We create repeatable and sustainable business processes designed to bring positive results in a short period of time. Our programs and services are designed by sales professionals with technical and executive level business experience to further ensure your success. For more information or to see if we are a good fit with your company, contact us directly at 866.840.8305 or 410.581.8305, or send us an email at info@SalesFocusInc.com or visit our web site: www.SalesFocusInc.com.

Dave White - President, Horizon Mental Health Management, Corporation

Sales Focus analyzed, and helped develop and implemented selling processes that made an immediate positive impact to our Sales Objectives. Within 90 days Sales Focus was able to implement selling procedures that effectively increased our productivity this year! The sales team gained immediate benefits that will guide our organization into the future and will allow Horizon to continue its dominance in the Psychiatric Contract Management arena.

Bruce McIndoe - CEO, iJet Travel Intelligence

With Sales Focus we were able to quickly develop our organization and have the sales team quickly on the street and with their efforts immediately focused on generating revenue. Sales Focus was able to analyze our market and direct our sales efforts towards the most lucrative opportunities. Knowledge, process and focus were brought into our business at the very beginning of our engagement.

Odus Wittenburg - Marketing, TXU Energy

Sales Focus developed a tactical go-to-market plan that allowed TXU to quickly establish a presence in a newly targeted middle market geography. They incorporated their processes and management tools into our organizational requirements that made the launch very successful. Time to market and scalability were essential to our success and Sales Focus delivered what they promised. Our Partnership with Sales Focus continues to expand.