

Inside Sales as a Strength:

You can grow market share by expanding inside sales



The shift to **inside sales**

A shift to inside sales – also referred to as virtual, remote or digital sales – is underway for B2B industries. More than 50 percent of B2B sales jobs now are inside sales roles.



3 reasons companies are shifting to inside sales

1 B2B sellers feel competitive pressure to cut costs and are seeking more efficient ways to sell.

2 B2B buyers are becoming more comfortable purchasing and collaborating remotely.

3 New and easy-to-use online webinar and videoconferencing technologies make it possible for inside salespeople to create customer intimacy.

Consider this



42,400 non-retail inside sales jobs are being created per year.



Inside sales has grown in the last six years, with inside sales now constituting half of sales departments surveyed.



Inside sales departments are also maturing, with reps achieving a higher quota percentage than their outside sales counterparts.



Outside sales reps are also spending time selling remotely, but they are still maintaining a clearly defined role in face-to-face selling.



Appointment tools are the most widely used in inside sales departments, while training tools have the highest anticipated increase in usage.

Expand your reach

Inside sales can reach remote geographies more efficiently than field sellers, thus expanding your audience or touching your account base more frequently.



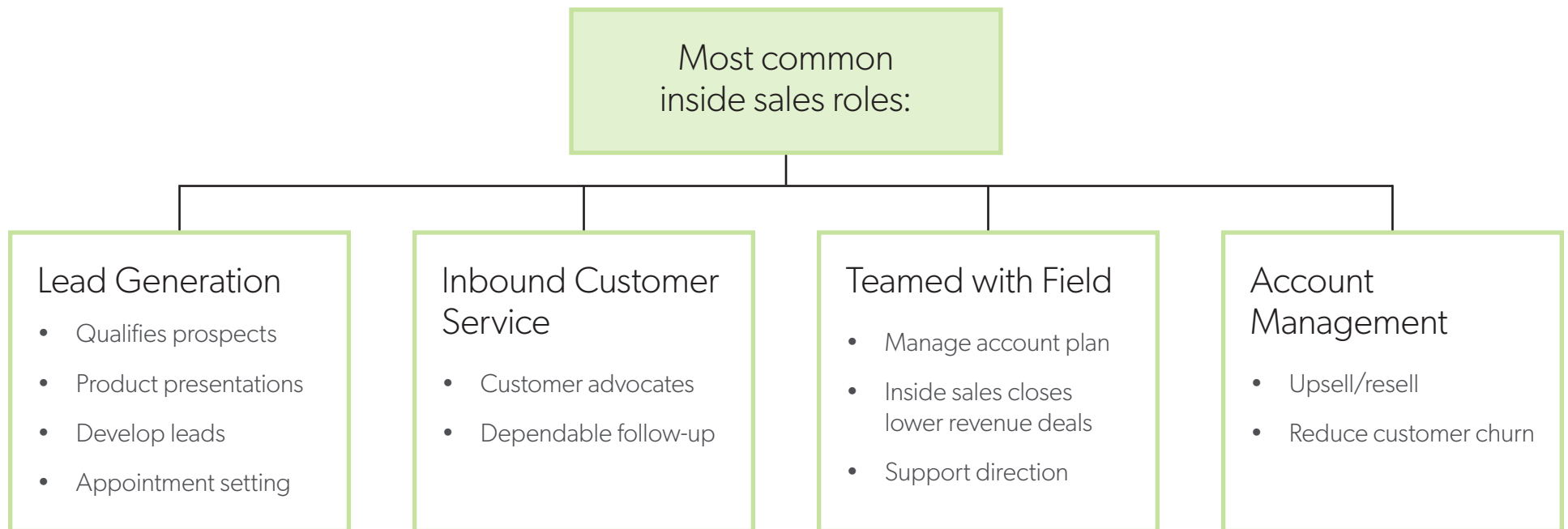
Specialize *your role*

Are your sales professionals spending time in the entire sales funnel? Each part of the sales process requires a different skillset. You've categorized hunters and farmers, so let's take it a step further. Instead of relying on your sales representatives to be great at everything, put people into roles that maximize their strengths. Doing so could fill your pipeline quicker.



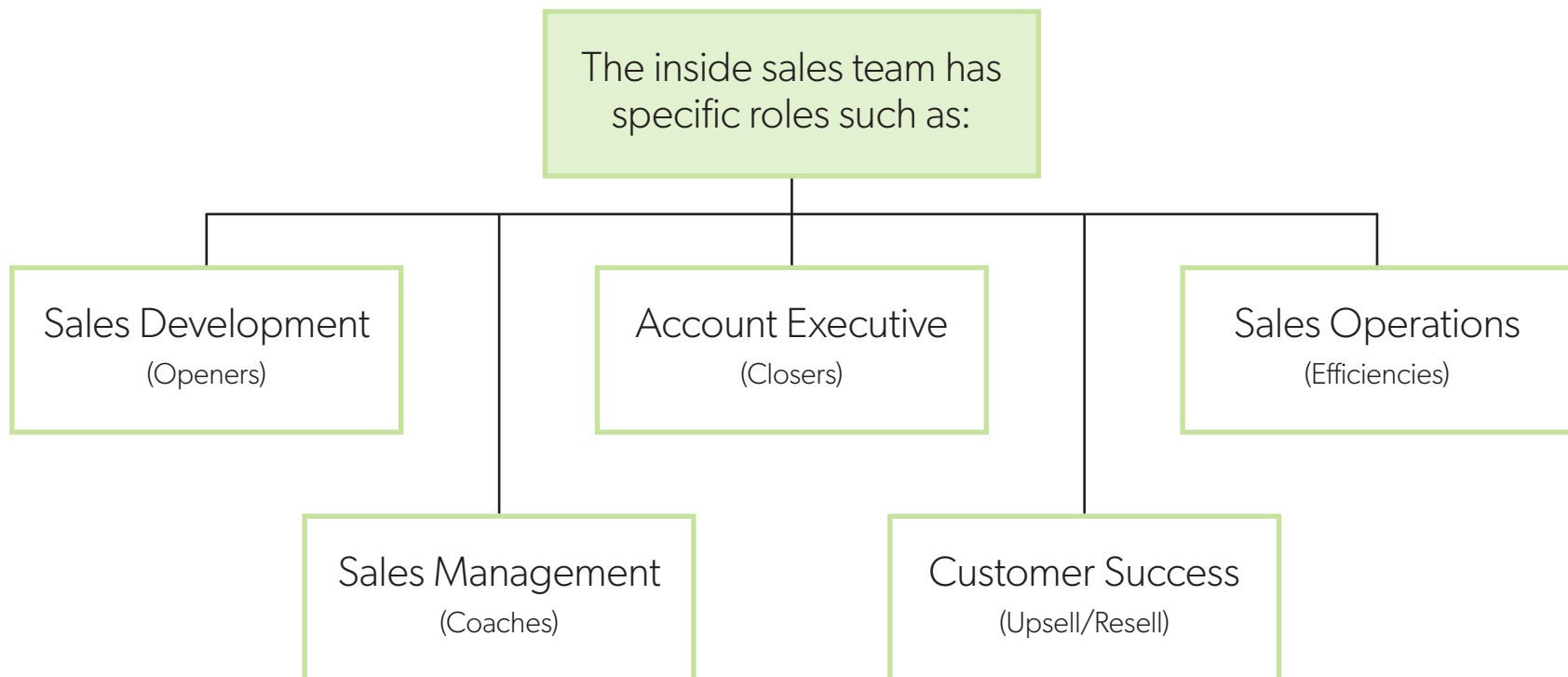
Most common sales roles

Some people are better and more comfortable as “openers” or conversation starters. Others are more adept at closing. Instead of paying large salaries to generalists who have strengths and weaknesses, consider separating these roles. Inside sales allow you to hire specialists who can cover the entire sales lifecycle.



Most common **inside sales roles**

In a contemporary sales acceleration model, the sales team uses account-based selling methods, rather than calling individual leads. Account-based selling is a hot topic within inside sales. Through this method, you identify potential clients and target many personas to have a conversation with named accounts. Each type of buyer requires customized messaging from marketing and sales that speaks to their specific needs.





Multi-channel communications

Gone are the days of building an inside sales center that just cranks out 100 dials per rep, per day. The telephone is only one communication channel and, while it will most likely continue to be the primary source, the buyers of today have different preferences. The future of inside sales will include a multi-channel approach, and the future is now.

*According to data from SiriusDecisions,
67 percent of the buyer's journey is digital.*

Measuring engagement

Many channels exist for buyers to communicate. Specifically, video is growing rapidly. Data from this year's annual survey from AA-ISP shows that 22.4 percent of inside sales teams occasionally use video in their sales process, 8.6 percent use video frequently, and 4.6 percent plan to implement in 2016. Most of these channels are affordable but require training and time to build. The point is to have your inside sales teams employ many communication channels to allow the buyer to engage in the format he prefers. Doing so will fill your sales funnel more quickly than just using telephones.



High engagement

phone | email | web demos
| webinars | text (follow-up
conversations) | written content
(blogs, white papers, eBooks)



Low engagement

surveys | chat | social media |
infographics

A properly developed **inside sales** strategy means:

You can increase revenue from your tier B, C, and D accounts, and maximize your mature products.

You'll receive quicker responses from potential new customers when using a multi-channel approach.

Specialized roles will fill the pipeline faster. Account executives or business development representatives will focus where they should be spending their time: presenting, proposing, and closing to gain new customers.

Inside sales is a more scalable solution to growing market share.

Inside sales people who are all in the same location can be easier to coach and develop.

You can offer work-from-home opportunities as an added benefit to attract talent; today's telephony technology allows managers to see real-time work activity and listen in for coaching.

Sales expense is optimized through reduction of the cost of sales by 40 percent to 90 percent – relative to field sales – while revenue is increased, according to the Harvard Business Review.





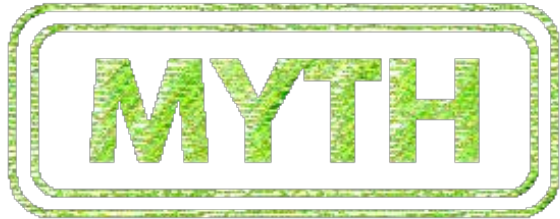
Don't miss an opportunity

The majority of B2B buyers actually do *not* prefer a face-to-face meeting, according to research conducted by Sales Benchmark Index. Even if you haven't considered how to leverage an inside sales strategy, chances are your competition is reviewing their sale efficiency options.



Inside sales myths dispelled: Outsourcing = offshore.

Not always! Proximity of the work outsourced to the client can be across the street or in a neighboring state. While the economic drivers of outsourcing can push the work to low-cost locations such as India or the Philippines, sometimes it makes more sense to keep the work in the same time zone for reasons that are unique to your business. There might be companies right across your street, or in the next state, that can do the job you want to be done.



Inside sales myths dispelled: Outsourcing is not for startups.

While large companies have been instrumental in making outsourcing a routine activity, startups have not exactly been shy about wooing “outside” partners. In fact, size does not matter here. Often, startups know exactly what they want from the vendor because they are just beginning a Greenfield project. They end up saving huge amounts of time before launching their project.

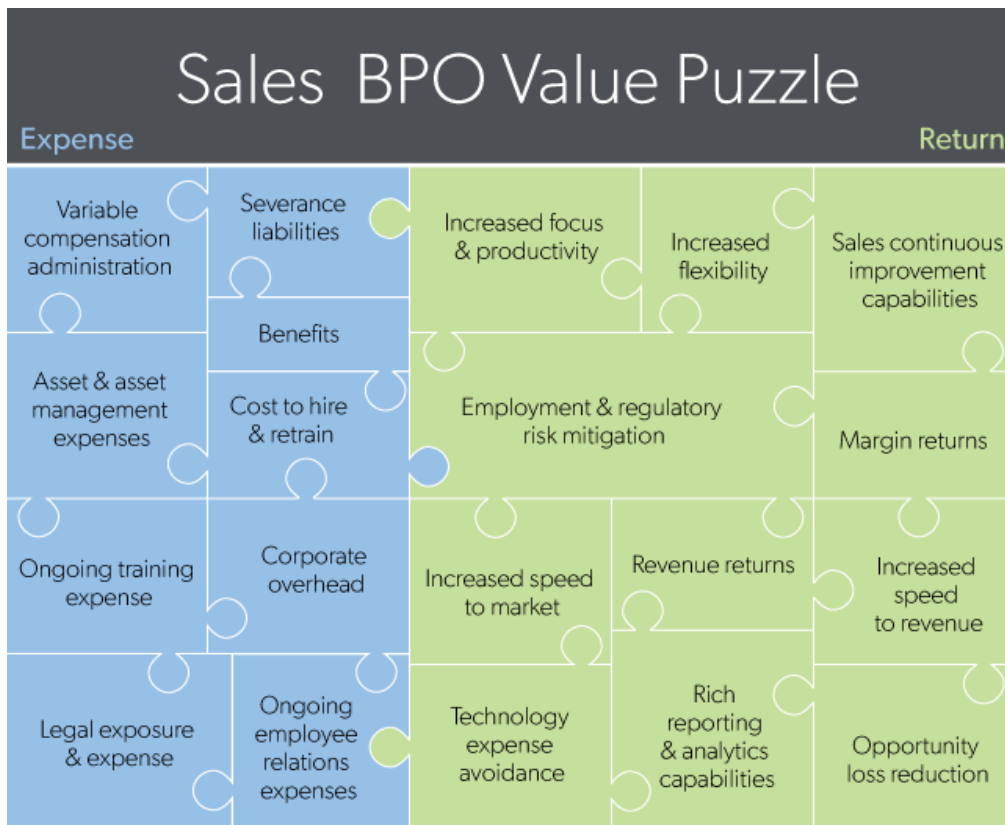


Inside sales myths dispelled: It always costs less and is low end.

Not always! There are many reasons for outsourcing and sometimes buyers really need access to talent or scale that they cannot find in their home location. If you need a project completed with 1,000 programmers with a certain mix of skill sets with true scale and complexity, you might choose to pay more to ensure your project is completed on time and in budget to support the business.

Alternatively, you could get it cheaper and risk the certainty of completion. A wise CFO once shared that he initially outsourced for the lower cost but stayed for the quality. Some of the best underwriter teams in the world are in Bangalore, not Cincinnati. Just like the point above, what you outsource does not need to always be low-end work, although the bulk of what you might want to source out when you start outsourcing is exactly that. If the experience is a happy one, most companies entrust the vendor with more complex work in time.

Optimize sales expenses and maximize returns



Using high-value Business Process Outsourcing (BPO) is one solid strategy to optimize your sales expense and maximize your returns. You must consider the true expense side and the full return side of the BPO equation. When analyzing the true expense, include the applicable carrying expenses of an employee. These will include both direct and indirect expenses as the carrying cost of a sales employee can be more than 26 percent of his base salary.

This is important when comparing internal expense to the resource expense in a sales BPO model. On the return side, look at committed revenue attainment as well as expense savings or expense avoidance opportunities to calculate the full return.

Real advantages

MarketSource's sales experts can provide an Assessment to define your challenges. Our professionals then can design a turnkey solution that produces results in the area of gaining new customers, launching new products, growing market share, optimizing sales expense, or maximizing a mature product.



What is an assessment process?

The assessment is a comprehensive process that MarketSource has developed in order to identify and configure the right solution to the right problem in the right timeframe.



What does an assessment do?

The assessment determines how to structure an execution plan to achieve the client's positive business outcomes and sales objectives.



Why is MarketSource different?

We immerse ourselves in our client's business in order to identify the best-tailored solution. Our Define-to-Design assessment process creates a customized, turnkey sales and marketing solution that will help you gain new customers, launch new products, grow market share, optimize sales expense, or maximize a mature product.

Real solutions

MarketSource is the proven alternative to outsourcing sales. We use a proprietary process combined with empowered people, resulting in proven and outstanding performance.



Gain New Customers

REACH
prospects more efficiently
EXPAND
into new markets quickly
OPTIMIZE
your sales strategy faster



Launch New Products

EXPAND
into new markets
STREAMLINE
efforts for greater impact
COMPETE
more effectively



Grow Market Share

REGAIN
lost market share
OPTIMIZE
coverage to increase sales
GROW
specific market segments



Optimize Sales Expenses

EXCEED
sales goals
GROW
returns consistently
RETAIN
more business

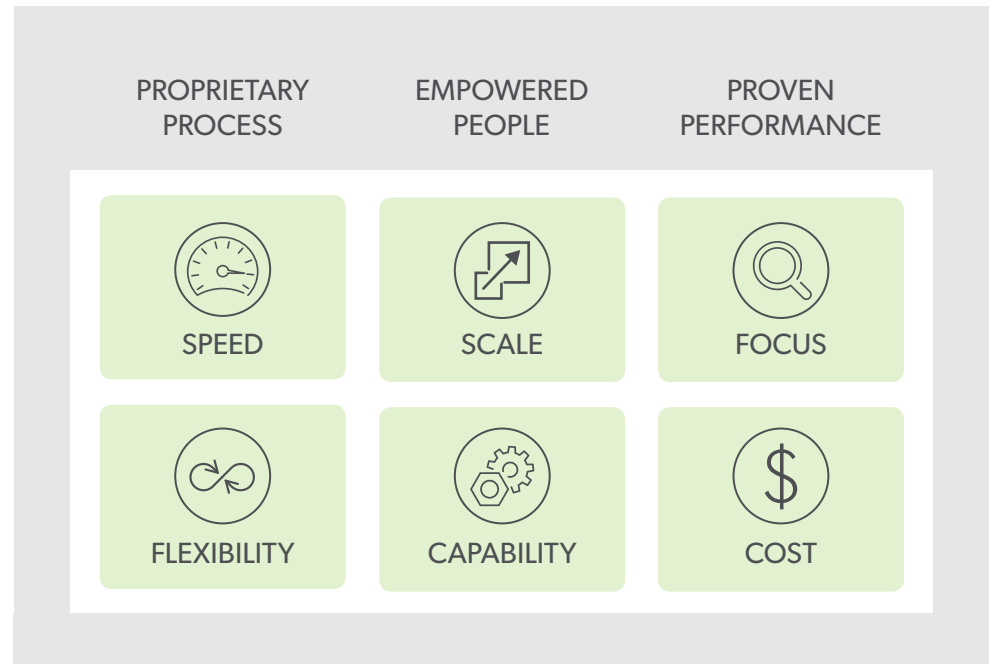


Maximize Mature Products

DRIVE
greater brand adoption
REIGNITE
cooling markets
COVER
secondary and tertiary markets effectively

Why choose MarketSource?

MarketSource is the proven alternative to outsourcing, offering a Proprietary Process, Empowered People and Proven Performance. Our sales experts can provide an Assessment to define your challenges and design a turnkey solution that produces results in the area of gaining new customers, launching new products, growing market share, optimizing sales expense, or maximizing a mature product.



Key solution components



Assessment

1 Proof is in our process, and that process—from discovery to execution—is focused entirely on driving sales. Our proprietary Define-to-Design process optimizes sales output and creates likely success scenarios designed to exceed your expected performance outcomes using your current sales process as a benchmark.



Execution

3 MarketSource has developed a complete portfolio of solutions optimized over the course of three decades. With extensive capabilities and configurable capacities, we are able to meet your sales challenge and drive better business outcomes.



Source talent

2 MarketSource is an engine for sales, fueled by empowered sales professionals. Through our rigorous talent acquisition and unique approach to sales training and management, we drive your initiatives with a ready pipeline of highly trained sales professionals.



Optimization

4 MarketSource embeds a team of business process engineers into the program who use engineering principles to measure and improve performance. Through process and instructional design, sales enablement, and reporting tools, we are able to continuously improve the level of our services and apply best practices that optimize outcomes for maximum impact.



Gain New Customers



Launch New Products



Grow Market Share



Optimize Sales Expenses



Maximize Mature Products

Next step: Proprietary Assessment

MarketSource Sales Experts execute a proprietary process to define and diagnose sales environments, enabling the delivery of an optimized solution that solves sales challenges, produces results, and generates an attractive ROI.

Capabilities

- ✓ Diagnose current state
- ✓ Identify constraints and negative consequences
- ✓ Identify future Positive Business Outcomes
- ✓ Determine required capabilities
- ✓ Design future state
- ✓ Model expected results
- ✓ Forecast ROI
- ✓ Deliver turnkey solution

Benefits

- ⊕ Gain an experts view of your sales environment
- ⊕ Explore alternative solutions to solve your challenges
- ⊕ Receive specific execution plans to achieve results
- ⊕ Obtain visibility into sales impact and associated ROI
- ⊕ Increase the chances of achieving your sales goals

1-2
days

**Sign
Mutual
NDA**

1/2-1
week

**Data Discovery,
Exchange,
Supplement**

1
week

**Diagnose, Design,
Model, Review**

1/2
week

**Iterate, Measure,
Test, Validate**

1/2
week

**Present, Iterate,
Finalize, Approve**

Better sales begin today

Through best-in-class training and technology, brands can deploy, track and manage teams of ambassadors to engage consumers, make their brands more visible and inspire greater sales.

Learn more at [MarketSource.com](https://www.marketsource.com).