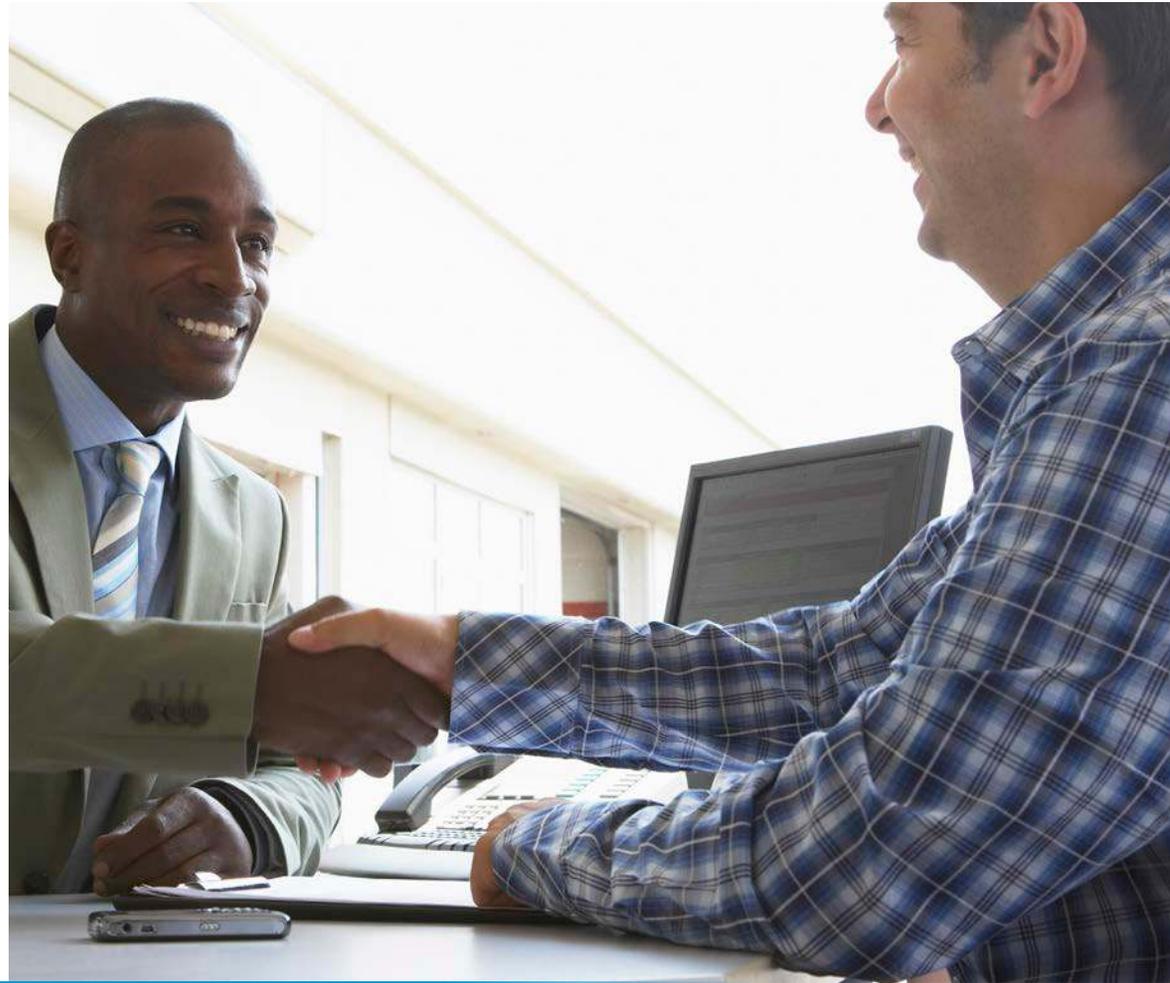


# Why Outsource?

Outsourcing is more common than you think, and for good reason.



# When outsourcing makes sense

In many cases, it makes better sense to turn over field sales and inside sales to a full-service managed sales outsourcing company.



# Why choose to outsource

A full-service, managed sales outsourcing company works. Here are some of the factors organizations consider when they make the decision to outsource:

Reduced costs

Laser-focus on  
your business

Improved  
quality, efficiency,  
productivity and  
turnaround  
times

Significant  
Increase in  
Sales

Freed up  
facility space  
and resources

Ramp up and  
size down  
quickly and  
painlessly

State-of-the-art  
processes and  
tech resources

Improved  
customer  
service

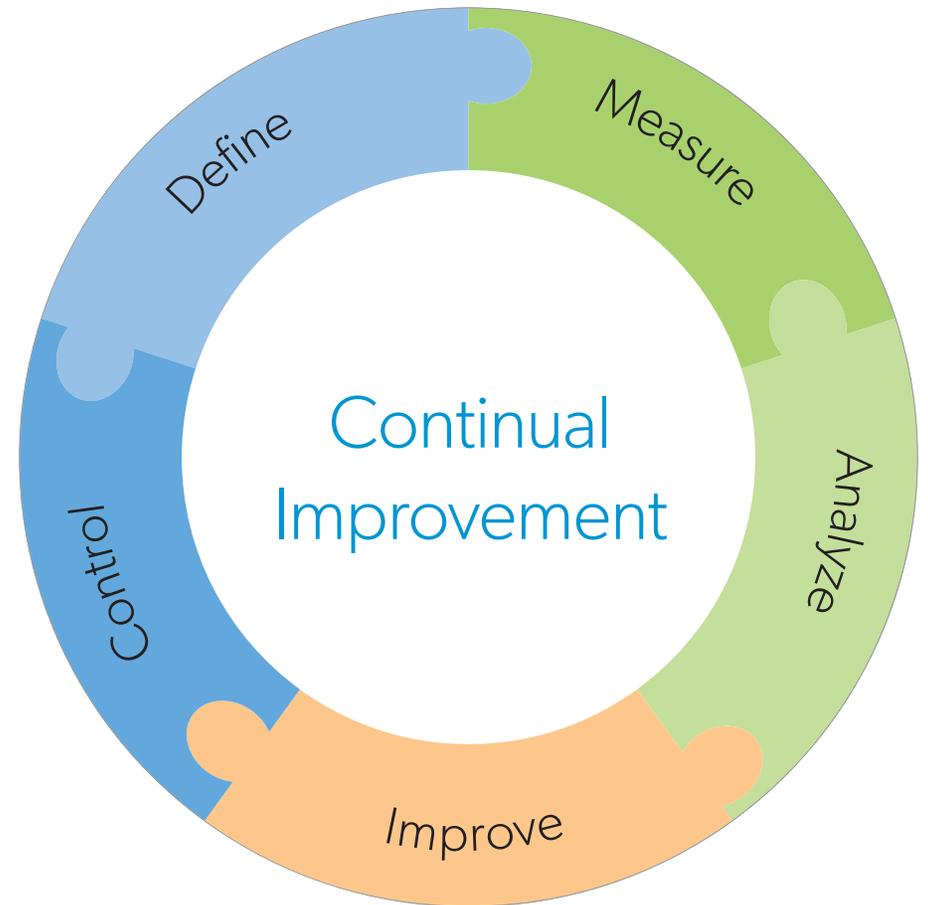
Better risk  
management

Peace of mind  
from contractual  
certainty

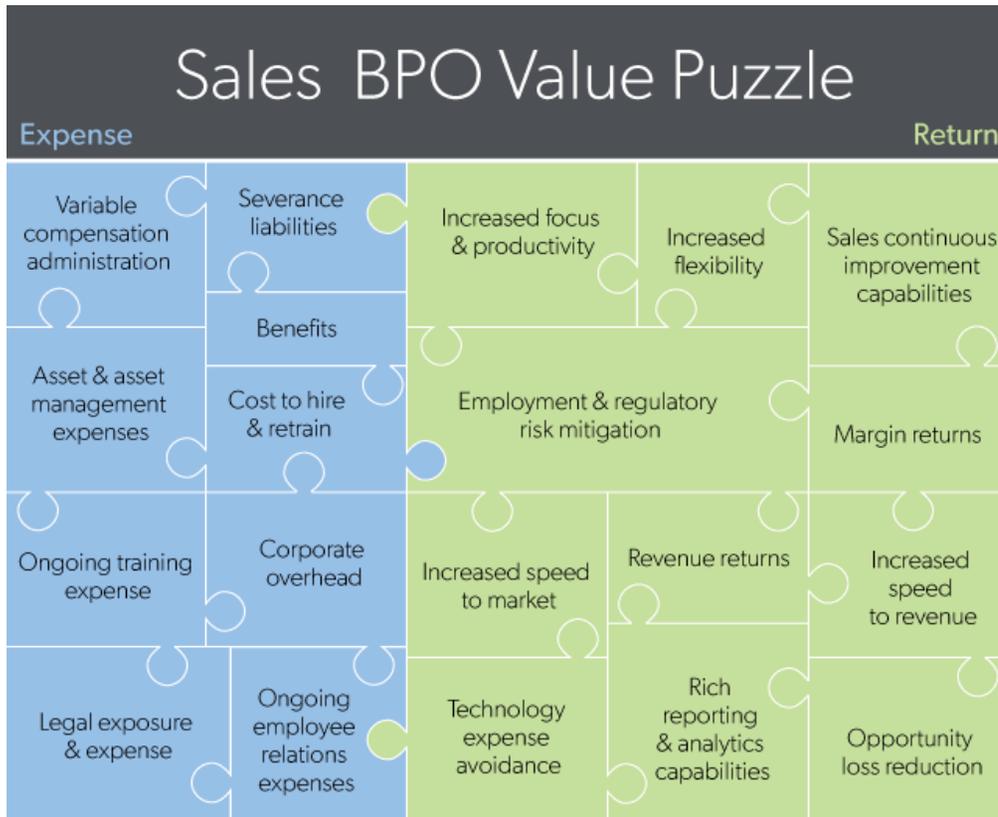
# Cost reduction

Reduced labor cost is one of the most common reasons that companies cite for outsourcing. Top managed sales outsourcing companies strive to continually improve processes by removing wasteful steps using lean techniques and increasing the quality of work output with Six Sigma methodologies.

Therefore, services are provided efficiently, resulting in lower costs for your organization. A managed sales outsourcing company can reduce costs through the optimization of people, processes and technologies.



# 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.

# Focus on your business

Turning over non-core business processes to an outside provider allows you to focus time and talent on your organization's core competencies. These key features of your service or product differentiate you from your competitors.

Also, outsourcing helps you avoid having to invest in equipment or facilities for business processes. Instead of facing a high amount of fixed costs for handling a process in-house, companies can benefit from a variable-cost model through sales outsourcing. This helps free up capital for investment in your core business.





## Improved quality, efficiency, and turnaround times

Sales outsourcing companies have chosen to make your non-core processes their core competency. Therefore, they are able to invest in the technology, process-improvement methodologies, staff training, and other resources necessary to achieve a much higher level of process expertise.

Improved quality, efficiency, productivity, and turnaround time result in better service for your customers and high levels of customer satisfaction.

# Access to state-of-the-art process and tech resources

Working with a sales outsourcing company allows you to remain current regarding technology and innovation, without incurring high costs for software platforms or staff training. A full-service company will have everything from industrial engineers to curriculum designers and green rooms, where they can film training that can be delivered anytime, anywhere.

A strategic sales-focused outsourcing partner will stay up to date on best business engineering practices and innovations in equipment and software, with a goal of continuous improvement and optimization of your people, processes and technology over the life of your contract.



# 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

# Ramp up and size down quickly and painlessly

It's hard work to recruit and retain talented staff, and it's even tougher when business conditions require you to size down your workforce. One benefit of outsourcing is an ability to shift those responsibilities to a managed sales provider.

For example, if your business activity is seasonal, a managed sales company can quickly add and train staff to handle your processes or customer contact services.



# Improve customer service

Your product or service may be sold nationally or even globally, but your business may be based in a location where finding multilingual, tech-savvy staff to support your customers is difficult. It's also expensive to ramp up a customer contact center with all of the required facility space, equipment and software platform(s) for handling inbound and outbound phone calls, emails, web chat and social media interaction.

Multichannel customer contact is an ideal role for a specialty service provider. Let the provider handle customer support, while you focus on developing your product or service.



# Better risk management

Shifting non-core processes to an outsourcing provider can help your company hedge risks. What normally may have meant big capital investments in facilities, equipment and staff training can now be transformed into manageable transaction or outcome-based costs. Also, innovative companies can manage risks by turning to an outsourcing provider. It is easy to ramp up activity, if the new product or service is a success. Likewise, sizing down is easy, if the demand for the product or service wasn't as expected.



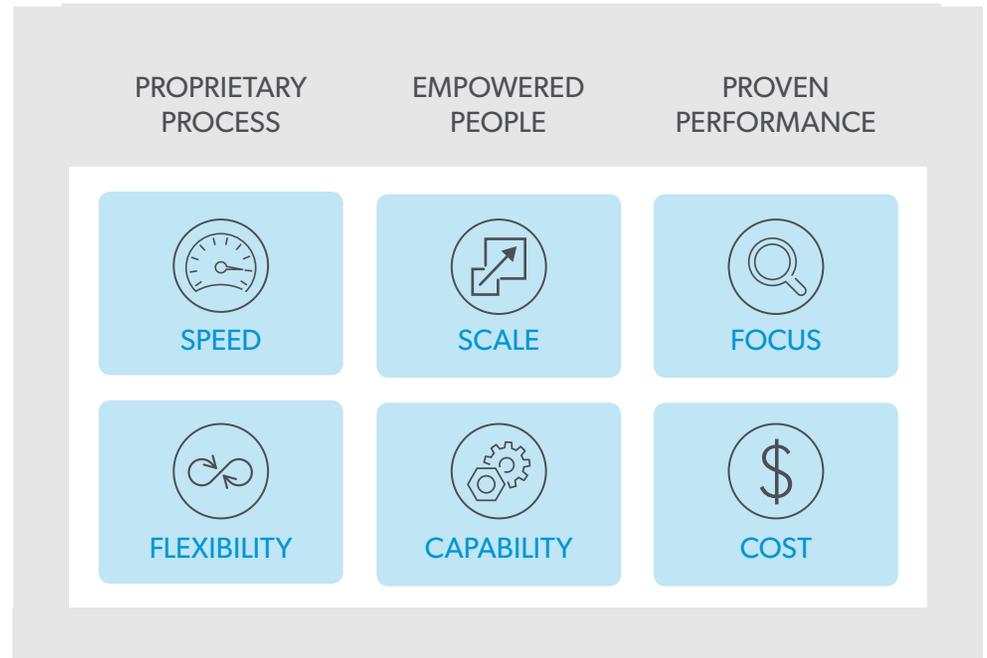


# Gain peace of mind from contractual certainty

Regarding risk management, an outsourcing engagement can bring peace of mind through well-crafted contracts that bring a level of certainty and accountability for sales, costs, ROI, quality, turnaround time and continuous business process improvements. Having these terms spelled out in a contract is often a much better alternative than handling work in-house, where it may be difficult to establish responsibility, accountability and performance metrics for business processes.

# 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).**

**Contact us now.**