

# 8 Outsourcing Trends

You should pay attention to in 2017



## Security Is a Key Concern #1

2016 was marked by data and security breaches. 2017 trends include advanced security automation, threat intelligence, and security analytics solutions. Providers are taking the lead with security offerings, since risk will continue to increase with the evolution of technology, such as the Internet of things.



## #2 Cloud Services: Hybrid Cloud

Companies are demanding more value from cloud service providers to drive transformation and innovation within their business. Hybrid cloud is an integrated cloud service, using both public and private (corporate) solutions to adapt to the enterprise's needs. By 2018, 50% of IT service providers will use cloud-based technology.



## Virtual Agents Increase as Inside Sales Thrive #3

The possibility for real-time monitoring and daily meetings makes integrating seamlessly with an outsourced team quite possible, while aiding in providing low workforce costs and improvements to the company's internal processes. Virtual agents (chatbots) and self-service tools are adding a wrinkle to traditional call centers.



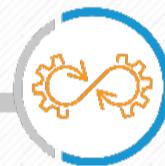
## #4 Value Over Cost

More and more business owners are opting for outsourcing, not just for cutting costs but for value-added services. Expect providers to level-up their services and innovation. This trend will prompt more SLAs as standard practice before starting a project.



## Machine Learning: AI-Led Automation #5

Machine learning is finding a place in the process of commercial outsourcing, driving down costs and adding speed and improvement to operating processes. Existing deals may see a lot of renegotiation led by intelligent automation.



## #6 Efficiency and Agility

The focus on increasing scalability and the development of new platforms or solutions to deliver efficient support and enable the seamless addition of new features continues. Clients and development teams are working more closely together, making the feedback cycle faster and ensuring client expectations are met.



## Buyer-Oriented Contracts #7

From fixed, vendor-specific terms, the trend is moving to contracts written per buyers' needs. Businesses are now pushing contracts set up with favorable legal and commercial conditions and the opportunity to scale up or down per their needs.



## #8 Impact Sourcing

Impact sourcing is a socially responsible outsourcing model, delivering high-quality services at low costs and employee attrition by employing socioeconomically disadvantaged workers at BPO centers. The number of employees hired in this model is growing as companies work toward social responsibility and diversity goals.



## Conclusion

2017 will be an interesting year for the constantly changing ecosystem of outsourcing. Factors (such as political, legal, economic, and the nature of markets) are making outsourcing service providers aware that they will need to continue to evolve as **inside sales**, **field sales**, and **digital marketing** outsourcing continues to thrive and add value to the company's bottom line.

# 8 Inside Sales Trends

You should pay attention to in **2017**



## Digital Is Becoming Main Sales Channel **#1**

Even huge companies that traditionally favored "face time" are more comfortable than ever with a fully digital approach. With 60% of the buying cycle complete before engaging a sales rep, digital touch points across the buyer's journey are proving crucial.



## #2 Inside Sales Companies Continue to Increase

Between 2010 and 2015, the number of inside sales start-ups doubled that of 2005 to 2010. The field is growing at warp speed as organizations reboot their current models to push inside sales. B2B sellers are enjoying cost-savings and becoming more comfortable with the digital space.



## Sales Rep Training Will Forever Change **#3**

Businesses are having to invest in new training models to keep up with digital selling. Training will no longer be linear and comprehensive. Micro-learning that is easily digestible, such as pop-ups at the desktop, mobile videos, mini quizzes, and tests will become the norm.



## #4 Inbound Calls to Increase

Mobile searches are now outnumbering desktop searches. With the ease of click-to-call buttons on mobile sites, inbound inquiries over the phone are projected to increase from 30 billion in 2013 to 73 billion in 2018. This will require more investment in inbound sales teams.



## Social Media as a Means to Boost Success **#5**

More reps are adding social media to their armory in pursuit of inside sales success. LinkedIn and other social media platforms are lending themselves as platforms for reps to position themselves as thought leaders or experts in particular fields.



## #6 Say Goodbye to the Script

The one-size-fits-all script once relied upon will be obsolete. No longer does the rep hand off a lead to a field sales rep. Thus, long-term relationships with prospects become more important, creating a need for more personalization to drive better conversations.



## Technology Is More Important **#7**

Coordination between reps and managers working as a team is critical to closing deals. CRM software to help in this collaboration and close sales will only become more important to inside sales teams.



## #8 Beyond CRM

Sales tech to date has been mostly delivering effective CRM. As the industry matures, more software will incorporate features for productivity, analytics, and training. Gamification software and other productivity boosters are sure to be add-ons.



## Conclusion

As mentioned, the inside sales field continues to grow at warp speed and today's organizations are changing their models to push inside sales. Digital is the new game changer, and companies will invest to stay ahead of the fast-evolving landscape.

# 6 Benefits of Outsourcing Your Sales



## Explore New Markets #1

An outsourced sales team is a great way to tap into a new or underserved industry. Additional resources can spend more time in these new areas and drive better performance/results than those already working at max capacity.



## #2 Roll Out New Services

Often times, rolling out a new product involves a lot of trial and error. By offering sales expertise and product launch familiarity, an external team can handle the challenges of a rollout without disrupting internal sales.



## Omnichannel Engagement #3

Omnichannel engagement is critical to today's buying cycle, requiring costly integrated technology. Partnering with an outsourced provider with a proven technology stack capable of multi-channel sales and marketing activities can save you a chunk of change.



## #4 Gain Sales Expertise

While most companies are experts on their products and customers, they aren't always sales experts. Using outsourced sales professionals with proven methodologies and practices for converting leads into sales just makes sense.



## Reduce the Cost of Sales #5

There is plenty of cost associated with an internal sales team: onboarding, training, commission, salaries, and benefits. Due to built-in efficiencies, the costs are typically reduced with an outsourced provider.



## #6 Increase Profit and Revenue

Often, sales providers are better at identifying promising prospects, which allows them to prioritize customers based on individualized buying journeys. Improving efficiencies and targeting the right customers can have a major impact on profit, revenue, and ROI.



## Conclusion

A Harvard Business Review survey found that 79% of respondents felt outsourcing sales helped them scale faster, and 78% felt outsourcing leads could increase call and sales volume.

Outsourcing a responsibility or two, such as sales, allows you to take advantage of a competency that your company may not possess. Outsourced sales providers are experts at proven sales methodologies. It frees your staff to focus on areas critical to your business, while opening your company to new markets, performance, and scalability.

# 6 Benefits of Outsourcing Digital Marketing



## Take Advantage of Expertise #1

Deliver an integrated customer experience through content that reaches potential clients at a personal level. Outsourced marketing teams have the expertise and technology to deploy marketing campaigns that yield better results, including increased revenue and average customer lifetime value.



## #2 Free In-House Resources

Creating and distributing quality marketing content—whether through content design, graphic design, SEO, scouting social media, etc.—takes dedication and time. A digital marketing partner frees up your key employees to focus and contribute to core company functionalities.



## Leverage Tailor-Made Solutions #3

Outsourcing your social media or digital marketing efforts allows you to scale up and down as needed. During those times when you aren't running multiple campaigns and don't have the burden of an in-house, full-time staff, an outsourced provider is there to tailor your solutions.



## #4 Objectivity

An outsourced digital marketing partner is going to be objective when it comes to keyword analytics, visitors to your site, etc. versus the subjectivity of what may sound good to you. An objective approach can mean the difference between an effective promotional campaign and a waste of time.



## Target Across the Right Channels #5

The key to a successful digital campaign is whether you are hitting the right target audience through the appropriate channel. Digital marketing experts rely on big data, marketing automation, content marketing, SEO, etc. to appropriately position your products and services.



## #6 Cost Savings

It is impossible for one employee to handle internet marketing (i.e., social media, SEO, PR, content, website maintenance, etc.), and bringing in more employees can prove costly. Partnering with digital marketing experts allows you to leverage all of these services at a fraction of the cost.



## Conclusion

A digital marketing strategy has become an integral part of the company budget. The technology stack and employee lift needed to run a successful digital marketing strategy can be taxing. Taking on a digital marketing partner can cut costs, while gaining access to scalable expertise in launching a successful sales campaign.