MARKETSOURCE®

An Allegis Group Company

Built for Speed: Scaling Sales Teams When it Really Matters

Outsourced Inside Sales Help Companies Achieve Speed to Market, Time to Revenue, and Optimize Sales Coverage and Support

A gility and speed are critical to success in today's hyper-competitive business landscape, and COVID-19 has pushed these needs into overdrive. Failing to accurately anticipate and quickly respond to market changes can be disastrous in a world where second chances are hard to come by, and your competition is waiting to exploit your flaws.

Companies that are considering going it alone, versus looking to external partnerships to give them greater agility and speed have a lot to think about.

Constrained Resources and Experience

When speed is a critical factor, the ability to quickly recruit, hire, and train is essential. In-house resource constraints and lack of experience will limit your ability to rapidly scale and place you at a severe competitive disadvantage. Managing a substantial and growing distributed and remote workforce requires specific knowledge and expertise in an area of competence that many organizations do not have.

Most organizations don't have sales-specific recruiting teams or the technology and know-how to quickly engage thousands of prospective employees from all corners of the market. Understanding the needs and nuances of sales teams and having access to a vast talent pool are often lacking in those organizations. To launch a sales team initiative nationwide, you must be able to scale rapidly and have a ready-made book of candidate prospects. Starting from a standstill with zero candidates will add weeks to your recruiting schedule.

Missed Opportunities

Companies that attempt to keep recruiting efforts in-house risk not only increased overhead but opportunity costs in the form of:

- Revenue erosion in open territories
- Repetitive training costs
- Disruption to the onboarding process
- Declining market share
- Missed Service Level Agreements
- Increased management overhead time and cost
- Increased costs in recruiting, support, and sales
- Unrealized revenue in undiscovered channels and segments

Finding a Partner That Has the Essential Skills and Capabilities

When looking for partners with whom you can work with to execute and accelerate your revenue and growth engine, be sure to ask whether they have these core skills and capabilities:

Analytics and Business Intelligence. To be agile in the market, companies need the ability to shift as the sales landscape becomes clearer. Opportunities will present themselves, but only when you possess the visibility to see them coming. Ask your prospective partner these questions: What type of analytics and data intelligence will give you insights into the performance KPIs of your sales team? How is that data coming back to you and is it in a digestible and actionable format? Is the information guaranteed to be accurate?

Vertical Expertise. When speed to revenue is a factor, there is very little time for major shifts in your strategy. If your recruiting and initial launch completely misses the target, correcting it can have exorbitant unrecoverable costs. Ensure that your partner has expertise in the industry verticals that are important to your organization.

Consistency and Execution. This is all about productivity. Once you have created a winning program in one region, you need to be able to replicate the model in other territories consistently. Have they created a playbook that you can use across your sales organization to build, train, and amplify your goals, strategies, processes, and tactics? Look to your partner for assurances that all sales, training, and operating procedures can be effectively repeated and scaled. This provides the ultimate value to your company. Not only are you achieving your current project's goals, but you are gaining valuable intellectual capital into what works best for your business.

Capacity. Your partner needs to have a demonstrated capacity to accelerate your goals in a highly efficient manner. Any internal infrastructure changes on your partner's side will slow you down and can cause you to lose your advantage. This is especially true when there is a perceived advantage over the competition with a small window to be a front runner. Question any prospective partner on their ability to onboard and train a high volume of resources in the required timeframe. Be wary of any lack in confidence.

Iteration and Speed. You are looking for the fastest and most productive approach for your go-to-market strategy. Your partner should be able to structure a strategy that makes sense for your revenue growth goals. They should have a coverage plan with supporting data and proof points to demonstrate why this is the best strategy to achieve your growth objectives. They should also have in-house experts with formal iteration and continuous improvement capabilities. Resources such as instructional designers and business process engineers will add tremendous value throughout the life of your program.

The MarketSource Advantage

MarketSource's recruiting and onboarding speed and scaling abilities will help you accelerate your speed to market with sales talent deployed to execute on your growth and revenue strategies.

Assessment and Strategy. MarketSource leverages the complete breadth of our expertise for every sales program we execute. Our in-depth understanding of market factors gives us the ability to quickly devise options to support your go-to-market growth strategy.

Our program teams focus on being able to engage the right people, at the right place, and with the right activities to maximize productivity. We will guide you through our unique approach and help you uncover gaps of which you may not be aware. As your partner, we will not only act on your strategic objectives, but also lend true insight—and subsequently value—to your approach. We add not only capacity but brainpower to your organization.

Deploy and Execute. Speed is everything. Our dedicated recruiting team can attract, qualify, and onboard the right talent in record time. Additionally, our expertise in training and implementation is a driving force in our ability to support your unique needs, irrespective of vertical, channel, and geography. We've done our due diligence to learn your business and can therefore be trusted to execute to the highest standards.

Report and Analyze. We have taken in-depth reporting and analytics to a completely new level. Our dedicated research teams have pushed the limits of the best reporting software available. In fact, a global software leader has referenced our team on how to best utilize their software. We can provide you the exact metrics you are looking for and at the frequency that you require, and can offer guidance on the right software to add to your tech stack—from CRM to sales enablement.

Innovate and Improve. The best software is only half of the equation. MarketSource is one of the only sales and marketing outsourcing companies to have created a dedicated innovation team. Our innovation team scours the data we receive from day one of your program's launch, providing analysis of performance and insights into what is happening in the field. With this information, our team makes adjustments with agility to assure that ROI is being met and surpassed.

For over 40 years, MarketSource has led its clients in quickly pivoting to meet rapidly changing needs. Let us determine the appropriate strategy for your company with a ***free MarketSource assessment***. MarketSource sales experts will work with you to define your challenges and design a turnkey solution. Whether you are looking to gain new customers, launch new products, grow market share, optimize sales expenses, or maximize a mature product, we can help. Reach out today and find out how we can help.