



INTELEMARK

**BENEFITS OF
INSOURCING OR
OUTSOURCING AN
INSIDE SALES TEAM**

Benefits of Insourcing or Outsourcing an Inside Sales Team

Historically, business-to-business (B2B) companies had two choices for lead generation and appointment setting: Build and manage an in-house team or outsource to a dedicated provider. With the arrival of sales insourcing, a concept that combines elements of in-house and outsourced inside sales, companies now have a third option for business development.

Insourcing is a relatively new and unique concept that allows companies to have their sales team in-house if they prefer it, but do not have the capability or skills to recruit, train, manage and motivate such a team.

- A B2B company identifies and selects a qualified insourcing vendor with strong lead generation experience.
- Instead of outsourcing lead generation to the vendor, the B2B company works with the firm to create the specifications it requires for its inside sales team.
- Representatives from the B2B company collaborate with the outsourcing vendor to develop a hiring, onboarding, and management plan for an in-house inside sales team.
- Rather than execute on the plan itself, the B2B company has the outsourcing vendor build the team, train agents, manage, and engage in performance monitoring and reporting activities.

Unlike outsourcing, sales insourcing provides companies with their very own internal lead generation team. However, management of that team remains under the purview of the lead generation experts.

Outsourcing lead generation benefits B2B companies

Lead generation is challenging. Contacting a large volume of targets, determining their interest in your products or solutions, and nurturing leads requires lots of time, not to mention substantial investments in talented personnel and technologies. B2B companies who choose to have an in-house inside sales team often face significant hurdles when it comes to consistently generating the required number of leads:



1

Budget limitations prevent companies from building and/or managing teams that are robust enough to be successful.

2

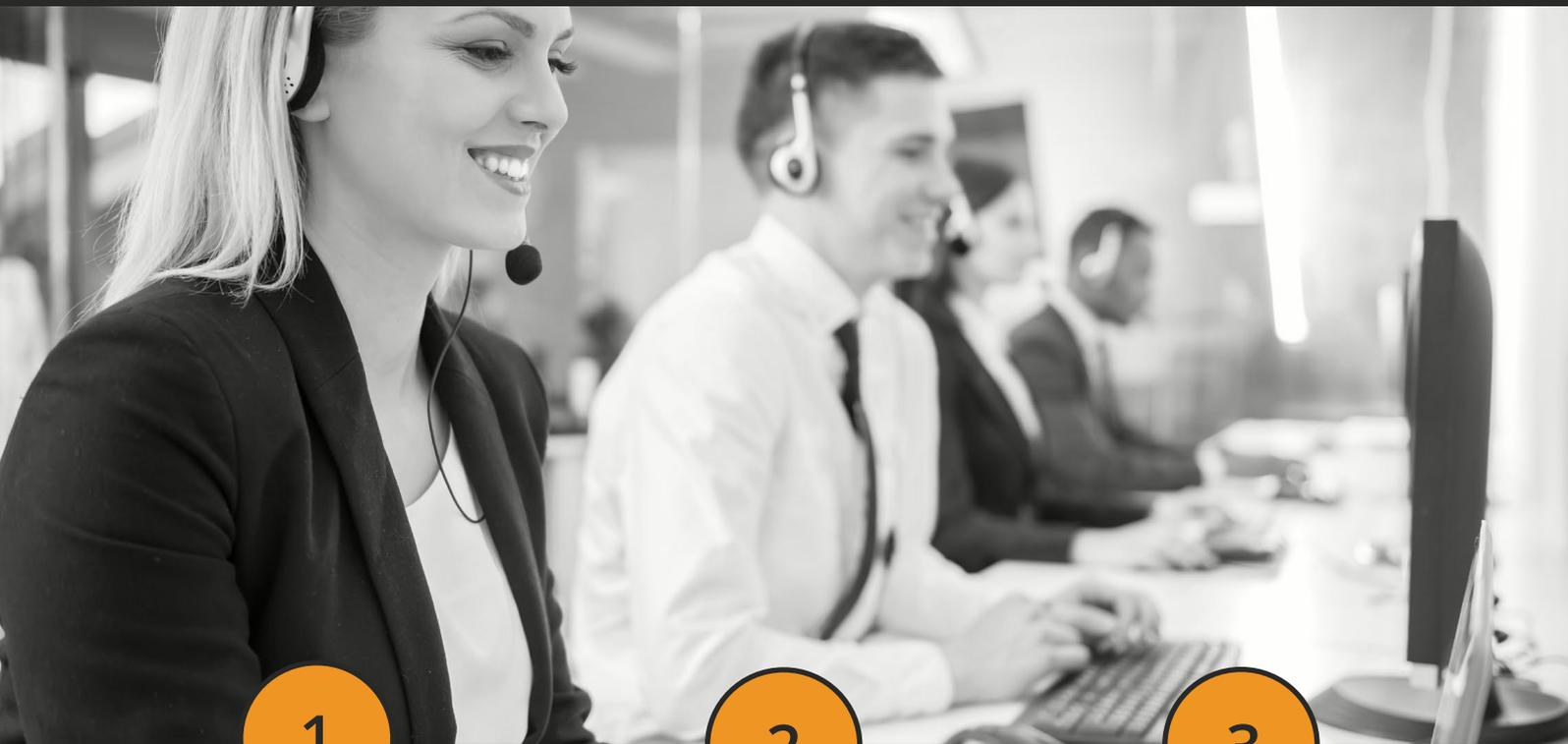
Lead generation constantly competes with other sales and marketing priorities.

3

Often times, existing personnel lack the skill sets required to engage in successful lead generation or appointment setting activities.

For these reasons, outsourced lead generation plays a critical role in many organizations' marketing efforts. Whether these organizations can't afford to build and manage their own high-performing team or simply don't have enough time to focus on lead generation, a dedicated provider can be a valuable resource. Through outsourcing, B2B organizations can connect with valuable opportunities by having a third party contact, nurture, and qualify leads that they would otherwise struggle to reach.

Lead generation firms also follow successful processes for building and managing effective teams. As a result, they reduce time-to-ROI when compared to what B2B organizations can achieve internally. Here are some reasons why this is the case:



1

A dedicated vendor has already hired and on-boarded the agents who will handle a campaign. To get started, agents typically need no more than a comprehensive briefing on a client's solutions and value proposition.

2

Ideally, a sophisticated vendor will come equipped with agents who understand multiple industries and will be able to deliver the value proposition in a professional manner with which prospects will be able to identify.

3

A firm's existing performance monitoring technologies enable organizations to avoid purchasing and maintaining those systems themselves.

Insourcing: The best of both worlds

Sales insourcing may be a relatively new approach to lead generation, but it's rooted in classic business consulting strategies. Instead of outsourcing an entire inside sales operation to a third party, organizations integrate the third party into their own operation. In many ways, insourcing is the best of both worlds. B2B organizations can have their very own inside sales team while leveraging years of experience from an outsourcing vendor.

Building the team

The first step in sales insourcing is building the inside sales team. Organizations must identify an experienced insourcing partner with strong lead generation expertise. Very few vendors have insourcing capabilities, so finding the right vendor is critical. They must be able to:

Identify the best agents

The insourcing partner must have an effective system for screening candidates, conducting interviews, and suggesting the most promising people. In addition to traditional interviews, the firm should require all candidates to audition for the position.

Select for cultural fit

Agents should be a good fit for a client's organization. They should demonstrate an aptitude for success in the company's unique work environment. What's more, they should be able to understand the organization's business model, solutions suite, and corporate values. An insourcing vendor should involve the client in the decision on cultural fit.

Collaborate with business leaders

Sales and/or marketing leaders from the client's organization should work closely with the insourcing vendor. All key stakeholders from both organizations should have the opportunity to collaborate on hiring requirements, timelines, and performance expectations.

Expertise is the biggest benefit to having a third party involved in the hiring of inside sales/business development agents. Presumably, a lead generation firm has many years of experience in identifying and selecting competent people. They will apply the same procedures and standards to the client's inside sales team that they normally apply to their own business development agents.

Another benefit is time savings. Hiring a third party lets business leaders focus on their core competencies instead of spending days or weeks trying to build an inside sales team.

Onboarding and management

The time-related benefits of insourcing extend to onboarding and performance monitoring. Successfully managing inside sales agents requires a substantial investment of time, energy, and expertise. Many organizations hire full-time inside sales managers to fulfill this role. With insourcing, an inside sales manager is not required, as that function is performed by the insourcing vendor, whose managers presumably have years of experience.

As with hiring, the lead generation firm should have clearly defined processes for:

Onboarding

Every new hire should receive instruction on the procedures for placing calls, asking qualifying questions, and updating targets' profiles in a database or CRM application. What's more, they must understand the client organization's value proposition and be able to deliver it in a professional manner that is compelling to potential buyers.

Management

In order for an inside sales team to be successful, it must analyze its performance and strive to improve over time. To make that happen, an insourcing vendor must work with the the client to understand key performance indicators (KPIs) and use tools and technologies that track those metrics and provide reports. In addition to making data-driven business decisions, management should continuously oversee and coach agents on the team, proactively guiding them toward improved long-term performance.

Stability and the potential to transition

Insourcing is frequently a viable option for organizations that want or choose to develop either a temporary or permanent inside sales operation. Whereas outsourcing is useful for single-instance, periodic, or sporadic campaigns, many organizations have a consistent need for dedicated lead generation and appointment setting. Outsourcing can work for these companies too, but insourcing might be a viable option as well.

Compared to outsourcing, insourcing also offers the option of transition. That is, a third party lead generation firm can hand over control of the inside sales team after a specified period of time or following the achievement of certain sales or marketing goals.

Not all B2B organizations that insource an inside sales operation will want to end their relationship with the third party, but others will. A transition often makes sense when the organization determines that:

Internal leadership has acquired the expertise needed to manage and grow the existing team without external assistance

Personnel or structural changes to the business necessitate the internal takeover of inside sales operations

Outsource or insource? Both are beneficial, but choose wisely.

Outsourcing and insourcing help organizations that struggle to generate enough leads or don't have the resources to build or support their own inside sales team. The choice to outsource or insource depends on:

An insourcing arrangement may involve the following activities:

- A B2B company identifies and selects a qualified insourcing vendor with strong lead generation experience.
- The longevity of a campaign: Insourcing often makes the most sense for organizations with either an extended campaign or an ongoing commitment to lead generation or appointment setting.
- Cost effectiveness: Building and managing an inside sales team is often times surprisingly more expensive than either insourcing or outsourcing, and organizations should consider how much either option will cost them.
- Availability of time: If existing leadership doesn't have the time to manage and collaborate with their existing lead generation agents on an ongoing basis, outsourcing is definitely the preferable option.
- Desire for control: Some companies may benefit from having more control over the lead generation process. For these companies, insourcing is a viable path. Others lack the skill sets or the resources to be involved in the process on more than cursory level. For these organizations, outsourcing usually makes the most sense.

Regardless of which choice is best for your company, choosing the right vendor can make the difference between an effective campaign and a costly one that doesn't get you closer to your goals. Intelemark brings over fifteen years of lead generation and appointment setting experience to the insourcing arena. Through Intelmanage, our dedicated sales insourcing service, we help B2B healthcare, technology, manufacturing and financialservices firms build high-performing inside sales teams that get results.



About Intelemark

Based in Phoenix, Arizona, Intelemark designs highly customized B2B demand generation campaigns to connect businesses with prospects and customers. Services include all aspects of sales pipeline development, including:

- Qualified appointment setting
- Sales lead generation
- Lead qualification
- Database cleanup
- VAR communication
- Tradeshow support
- Sales intelligence
- Direct response follow-up
- Market research

...and Emergency telemarketing

To perform at the highest levels and deliver the best results, Intelemark pays careful attention to each client's brand.

The company has partnered with many of the world's most prominent businesses and has earned a reputation as "The Business Connection Company." For more information, visit www.Intelemark.com.



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