

Outsourced Sales 101

Everything You Need to Know



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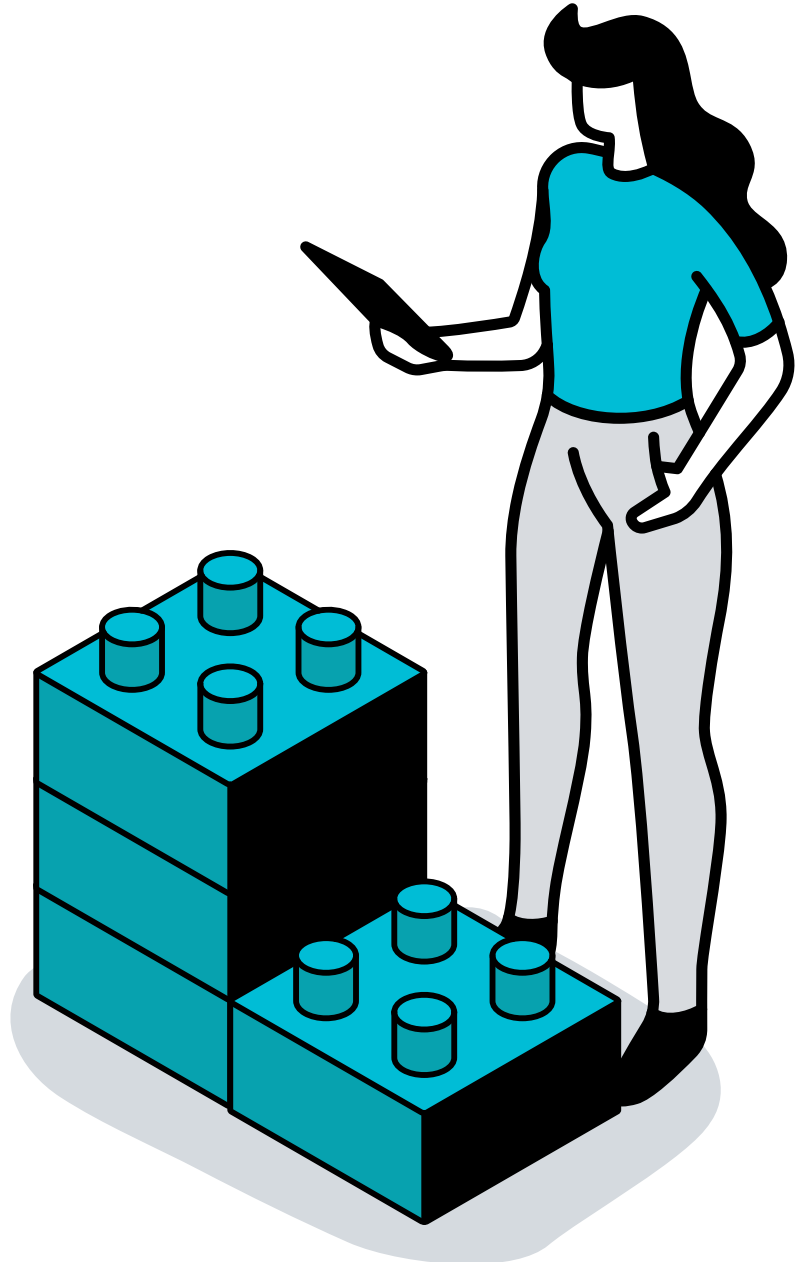
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Introduction

Historically, companies relied on in-house sales teams. Meaning, the leadership team has been responsible for sales training, the implementation of systems and tools, and ongoing oversight.

Pre-pandemic, before remote work was so prevalent, an in-house, hands-on sales team made sense. However, with remote work continually on the rise and sales technology becoming more insightful and powerful, today's businesses are quickly discovering—and taking advantage of—the benefits of sales outsourcing.

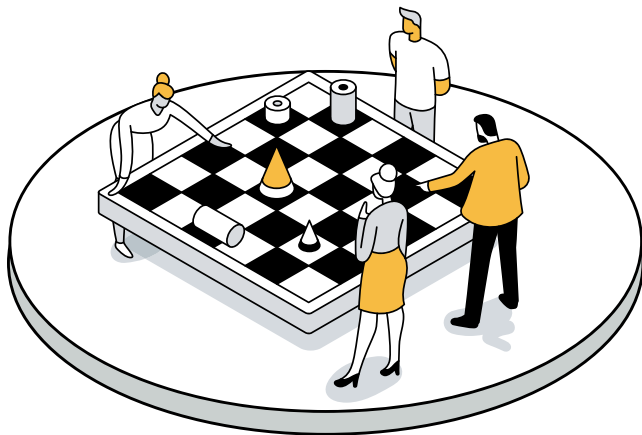


What is sales outsourcing?

Sales outsourcing is when a business delegates parts or all of the sales process to outside individuals or agencies. This can be done when the internal team—or lack thereof—has insufficient time, resources, and/or expertise to handle all of their sales processes in-house.

When a business outsources their sales, a relationship with an expert sales provider can bring new strategies and market access to your business. This frees up time and money so that leadership has the bandwidth to focus elsewhere.

Outsourced sales is an agile and customizable solution. It quickly provides your business with an experienced sales team to increase revenue. If you're bringing a new product or service to the market or facing staff attrition, you can instantly gain traction without investing time and money in hiring, navigating software, and training.



Beautyblender has seen a **263% increase in YOY eCommerce revenue since joining **JumpCrew** in August 2018.**

Outsourced sales companies provide a full array of products and services to fuel their clients' businesses, from building awareness and getting leads to closing deals and analyzing metrics. You can customize services to:

- **Propel specific projects**
- **Fill gaps in your team**
- **Engage comprehensive sales and marketing support**

Based on your company's goals, your ideal outsourced sales partner will work with your existing team to co-create the sales strategy, equip the team with the right tools, and consistently use analytics to optimize and improve. Simply put, sales outsourcing is the most efficient and effective way to increase revenue.



Why you should outsource your sales team

Ramp up your revenue without building an in-house team. Outsourcing your sales team saves you the time and expense of hiring, training, and managing a dedicated sales team—while providing all the benefits of having one. With outsourced sales, the processes, systems, and infrastructure are already in place to assemble a successful sales team. That means you'll see results sooner than if you were to set up your own sales department.

Outsourced sales teams allow you to save your time, money, and help you achieve your goals in a variety of ways. Businesses often outsource their sales to:

- Quickly add to their current sales team
- Build new funnels and generate leads
- Set appointments
- Launch a product, service, or event
- Improve sales cycle strategy based on analytics and results
- Expand into a new geographic area or customer segment
- Integrate marketing and sales services
- Optimize conversion rates

If these aren't core competencies at your company, then by engaging a specialized, outsourced sales management team, you will effectively gain control.



Upon contracting with JumpCrew, a leading social media platform saw an 80% increase in weekly revenue in a six-month period.



5 benefits of outsourced sales teams

Sales are to businesses as water is to humans. There are several benefits associated with outsourced sales. Here are a few of the most popular:

1. Financial Savings

Cutting costs is the number one reason why companies outsource sales. In this ever-changing pandemic climate, this becomes even more crucial. The savings can range from salary and hiring/training costs to office space rent and even techstack.

2. Scalability

An expert team will gain a comprehensive understanding of your funnel, timeline, and processes. If your product or service isn't meeting the needs of your target market, an outsourced sales team is able to quickly provide a deeper insight and relay the findings.

3. Immediate Sales Infrastructure

Cutting costs is the number one reason why companies outsource sales. In this ever-changing pandemic climate, this becomes even more crucial. The savings can range from salary and hiring/training costs to office space rent and even techstack.

4. Greater Control of the Sales Process

Some executives resist outsourcing because it can seem like a loss of control. However, the reality is often the exact opposite. Adequately controlling the sales process and achieving target conversion ratios requires a team of experts collaborating and constantly optimizing, improving, and refining the sales process.

5. Target New or Underserved Markets

Having enough sales reps to cover the total addressable market is a common problem for companies—regardless of size. When companies use an outsourced sales team to test new markets before rolling the strategy out to the larger team—they save even more money.



MONTHLY COST COMPARISON

Outsourced Sales VS. Building an In-House Team

	JumpCrew	In-House
2 Fully Dedicated Sales Representatives	✓	\$10,000
CRM and Enablement Platform	✓	\$200
Hardware & Software	✓	\$200
Sales Prospect Lead Lists	✓	\$2,000
Sales Sequence Copywriting and Reporting	✓	\$1,000
Sales Talent Recruiting, Interviewing & Hiring	✓	\$500
Sales Rep Commissions	✓	\$3,000
Dedicated Sales Manager	✓	\$5,000
Sales Director	✓	\$9,500
Training Curriculum & Development	✓	\$1,000
Operational Resources and Support	✓	\$6,000
Benefits & Liability	✓	\$1,200
APPROXIMATE MONTHLY INVESTMENT	\$20,000	\$39,600

Getting Started

Once you've decided to outsource sales, there are a few things you can do to prepare for and ensure a seamless transition.



Determine scope - When you're planning to work with an outsourced sales firm, you'll need to decide what portion(s) of the sales process you want to hand over.

Define your goals - Do you want to expand to new markets? Do you have a new product or service? Or maybe you are looking to test a new sales strategy?

Choose the model you'll be using - Will you use Full Funnel? Or only lead generation? It all depends on the sales goals you have set.

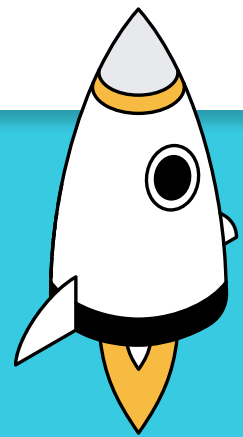
Pick a provider that fits your goals - We suggest picking a provider based on the following criteria:

- Expertise in your industry
- What is their techstack
- Outsourced sales model
- ROI calculations

Be ready to grow - Whether you're seeking to limit overheads, shift resources, or move into a new market, sales outsourcing can provide the additional power needed to move ahead and grow your business.

The outsourced sales company you choose should evaluate your processes while providing recommendations on where and how to improve infrastructure, process, and workflows. With the right provider, you will generate new revenue, save on training and infrastructure, and free up your team to focus on perfecting your product or service.

In July 2020, digital marketing company [Feathr](#), approached [JumpCrew](#) looking for an outsourced sales partner. They needed a team that could work closely with them on strategy, support ongoing leads, and explore new creative markets. Today, recent reporting has reflected over 207 qualified opportunities, \$80K closed-won revenue, and 500% in pipeline growth.






How JumpCrew gets you results

Finding the right outsourcing company is vital to your success. [JumpCrew](#) takes care of the critical items for you. Our goal is to increase sales velocity while materially reducing your cost of sale. In today's workforce culture, outsourcing is more efficient, cost-effective, and provides more data than building an internal team.


Our outsourced sales team pairs experience and grit with sophisticated **data**, **content**, and **systems** to deliver results.



Onboarding - We dig in deep to learn your products, brand voice, value propositions and goals to develop compelling sales scripts, email sequences, and other collateral.


Prospecting - Our reps can either sell against your database or prospect on their own to find leads. We also work with our marketing team to find new ways to capture leads.

Lead Qualifying - Our sales teams qualify all leads to make sure they're a perfect match for your products or services—because bad leads aren't worth your time.



Calls & Closing - Closing deals takes more than a quick phone call. We take the time to learn what prospects need and nurture those leads through calls and emails, allowing us to close more deals.

At [JumpCrew](#), we dive into your business right away, because you need results now—not years from now.



Outsource sales teams to fit your business

Outsourcing sales is an efficient way to cut costs on the selling process while retaining its quality and the expertise of reps and managers. It helps you test new strategies and market response to a new product.



When we kicked off this partnership we agreed to a pretty aggressive monthly goal and that goal has been exceeded every month! To anyone looking for a great organization to help them kickoff or scale their sales efforts I highly recommend Jumpcrew.

— **Jonah Mandel**

Director of Sales & Partnerships
[Alibaba.com](#), North America

At **JumpCrew**, we know improving sales is part of an integrated effort from lead generation to close—and beyond—into customer retention. Whether your business needs to generate new leads or convert more leads into sales, we have the people and the tools to add functionality and growth to your existing business.

Contact us today and find out how we can help you achieve your sales objectives!