

 **Repositioning in a Competitive Market**
JumpCrew



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The lineup.

Backstory

PR Introduction

On **February 20th**, JumpCrew's CEO, Robert Henderson, reintroduces Jarron to a publicist JumpCrew had worked with before

Competition

JumpCrew has always existed in a competitive, commoditized market with little differentiation between vendors

Research

Instead of conceptualizing a way to stand out, what if we instead asked our ICP to tell us what makes sense and resonates?

Reposition

Can we then reposition our business to stand out without sacrificing our core service offering?

Competitive Landscape

<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Three month change	YoY change
<input type="checkbox"/> b2b sales company	90	+56%	+56%
<input type="checkbox"/> cold calling	18,100	-18%	0%
<input type="checkbox"/> lead generation	18,100	0%	+22%
<input type="checkbox"/> outsourced sales	1,000	-28%	+50%
<input type="checkbox"/> sales agencies	90	+55%	+89%
<input type="checkbox"/> sales companies	320	-18%	+23%

Overview Highest Rated Free Resources

Home > Business Service Providers > Outsourced Sales Companies

Best Outsourced Sales Companies

Website inquiries, and each identify whether they are ready to be handed over to the sales team. The providers in this category throughout the sales pipeline and sales analytics software to assist in forecasting sales numbers based on pipeline factors. To qualify for inclusion in the Outsourced Sales Providers category, a services provider must:

- Assist companies in sourcing leads, as well as reaching out to customers and prospects on the company's behalf through email
- Provide the ability to book appointments with potential clients that match a company's ideal profile

G2 takes pride in showing unbiased reviews on client satisfaction in our ratings and reports. We do not allow paid reviews about our scoring methodologies.

Rating Language Pricing Locations Served

140 Listings in Outsourced Sales Providers Available

Belkins 4.8 out of 5

Provider Description

Belkins is a B2B lead generation company with over 7 years of experience in fueling business growth. We empower companies across 50+ industries with a results-oriented approach, boasting a 95% client...

Industries Served

- Information Technology and Services
- Marketing and Advertising

Services Offered

- Appointment Setting
- Lead Generation
- Cold email outreach

Provider Work

- 71% Small
- 23% Mid
- 7% Enterprise

Compare

memoryBlue 4.5 out of 5

Provider Description

memoryBlue is the go-to partner for revenue leaders in B2B Tech looking to grow their pipeline engine. As a comprehensive Sales Development company, we support both, innovative startups, and establish...

Industries Served

- Information Technology and Services
- Computer Software

Services Offered

No information available

Provider Work

- 37% Mid
- 24% Small
- 39% Enterprise

Compare

Sponsored

Belkins
<https://www.belkins.io> · appointment · setting

Appointment Setting Agency - Pro B2B Appointment Setting

Connect with the right B2B buyers who need your solution. Elevate your sales with Belkins. Reach decision-makers and boost your sales...

Pricing

Find the right pricing plan for your business. Get quote!

Contacts

Let's do great work together.

Sponsored

demandDrive
<https://solutions.demanddrive.com>

Outsourced SDR Team

Custom Sales Development – We'll Assemble & Manage Your Team Of Highly-Trained Sales Development Reps - Get Started!

Sponsored

Upcall
<https://www.upcall.com>

Outsourced Sales Partner | Sales as a service company

92% of all business transactions still happen over the phone. Close more sales with Upcall

Sponsored

SalesHive
<https://www.saleshive.com>

70K+ B2B Sales Meetings Booked

























Outsource Cold Calls to Us – Social media cold messaging services that help you connect & engage w/ your top prospects.



Competitive Landscape

Sales outsourcing companies

From sources across the web

 Martal Group	 Belkins Inc.	 Leadium
 CIENCE Technologies	 SalesRoads	 Operatix
 JumpCrew	 Cleverly	 Callbox Inc
 SalesHive	 Marketstar	 SalesNash
 Salespanel	 Acquirent	 Affirma Consulting
 AnswerConnect	 CloudTask	 EBQ
 Inside Sales Solutions	 memoryBlue	 Pearl Lemon Leads
 Abstrakt Marketing Group	 Addlium	 LevelUp Leads



/ The “Before”

JumpCrew

Full Funnel Strategy Marketing Solutions Outsourced Sales Leadership Team

(888) 600-1940 [BOOK A MEETING](#)

We build **B2B** sales teams that create pipeline and drive revenue.

JumpCrew identifies, attracts, converts, and retains your B2B customers.

[BOOK A MEETING](#)

We've driven over \$5B in pipeline for more than 450 companies

Velocity Global* Alibaba.com Feathr Textedly American Cancer Society

X Airbnb CINTAS Zillow experian.

The "Before"

Don't take our word for it



"JumpCrew has been an amazing partner for the Alibaba team. We tested out a few sales agencies and JumpCrew has been by far the most successful. 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 and Partnerships
 Alibaba.com



"JumpCrew was exactly what I was looking for. I vetted multiple sales companies and a few things that solidified my choice was the management structure, coaching, continuing education and the joy each staff member I spoke with showcased."



Michel Moore
Director of Business Development
 Feathr



"Their project management skills have exceeded our expectations. They're highly organized and detail oriented and their resources follow up with us adequately when issues arise. We work with 10 sales development representatives and their VP of Sales. JumpCrew can hire and ramp a sales team."



Chris Powell
Vice President, Global Sales
 Velocity Global

Out of the box with JumpCrew

Revenue leaders most valuable asset is time. Our proven model gets you to market fast, while avoiding the common risks of building a team on your own.



Experienced Salespeople

It can cost over \$4,000 and take 41 days to hire a salesperson yourself. JumpCrew recruits and hires experienced sellers that are fully dedicated to you.



Executive Leadership

We've launched over 400+ sales teams using a proven model to launch, manage, and scale sales output quickly.



Rapid Launch Timeline

Building a sales team on your own can take months, assuming you get it right the first time. JumpCrew has your dedicated sales department ready to start selling in 30 days or less, increasing time to value.



Book a Meeting with JumpCrew

Join companies like RingCentral, Airbnb, and X (formerly Twitter) by getting a custom quote for a dedicated sales team with JumpCrew.



First name*

Last name*

Phone number*

 +1

Work Email*

Company Name*

Company URL*

Area of Need*

Select all that apply

- Outbound sales team
- Inbound sales team
- Marketing support to accelerate sales outcomes
- Revenue operations (CRM, data, automation)

How did you hear about us?*

Examples include Google search, LinkedIn, a video/podcast, referral, or word of mouth

protected by reCAPTCHA

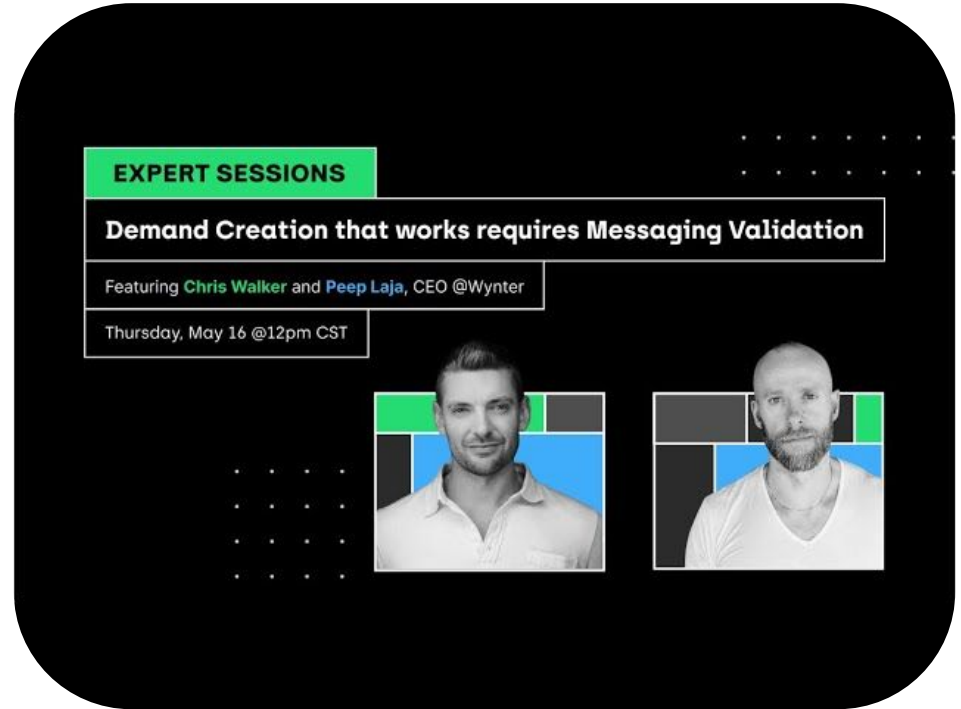
Privacy Terms



Submit

/ Finding a Solution

I wasn't actively looking for a solution when I heard Chris Walker mention Wynter on a podcast. I first emailed myself a link to Wynter's website on **December 6th, 2022**



／ The Process

Survey our ICP to validate hypothesis and source ideas

Frame survey results as positioning and test

Create a website to articulate and test again

Phase 1

Phase 2

Phase 3



Survey our ICP to validate hypothesis and source ideas

Objective: Identify common themes around:

- The experience of integrating sales/marketing
- The vendor/software buying experience of senior sales/marketing leaders
- How senior sales/marketing leaders might define the combination of sales, marketing, and revenue ops as a singular function

Here's the criteria of respondents:

- **Persona:** Marketing VPs, CMOs, Sales Leadership, CEOs, General VP/SVP/C-Level
- **Industry:** SaaS/Software
- **Company Size:** 50 - 5,000

[Link to results.](#)



Survey our ICP to validate hypothesis and source ideas

Q4: If a team was created to be collectively responsible for sales, marketing, and revenue operations, what would you call that team?

Ido, CMO

Industries: SaaS/software | Company size: 51 - 200

Customer Acquisition

James, CMO

Industries: SaaS/software | Company size: 501 - 1K

The Growth Organization

Marcy, CMO

Industries: SaaS/software | Company size: 1K - 5K

Revenue team

Laura, VP of Sales

Industries: SaaS/software | Company size: 501 - 1K

Revenue Generation Operations

Jake, CMO

Industries: SaaS/software, Human resources | Company size: 501 - 1K

Revenue operations is often the superset of sales and marketing ops. But maybe GTM ops is a better way to think about it. Smarketing is often used as a tongue and cheek way to describe this.

Jason, VP of Sales

Industries: SaaS/software | Company size: 51 - 200

Growth Team (i.e. Chief Growth Officer, VP Growth, etc)

Mike, Chief Revenue Officer

Industries: SaaS/software, E-learning providers | Company size: 51 - 200

Business Development or Sales & Marketing

Survey our ICP to validate hypothesis and source ideas

Q6: If sales, marketing, and revenue operations were bundled together as one product/service, which term below would make sense to you as a way to describe that?

Options	Responses
Revenue as a Service	13.33% (2/15)
Customer Acquisition as a Service	13.33% (2/15)
Revenue Growth Stack	0% (0/15)
B2B Growth Stack	13.33% (2/15)
Revenue Growth Engine	26.67% (4/15)
Integrated Revenue Stack	6.67% (1/15)
Other ▾	26.67% (4/15)
<ul style="list-style-type: none">• Revenue Management Platform or Revenue Management Automation Platform• GTM team• Growth as a Service (GAS!.....keep your foot on the GAS and accelerate growth!)• Something with GTM Revenue	

/ The Process



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Phase 1

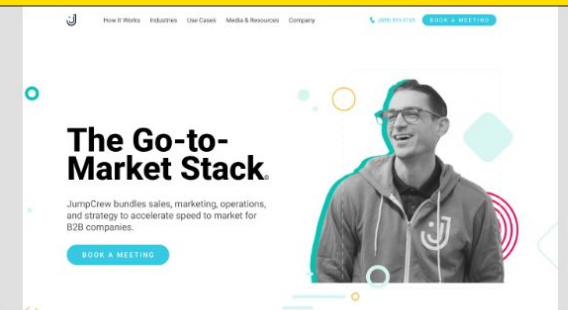
Phase 2

Phase 3



Frame survey results as positioning and test

The Go-to-Market Stack.png **43.33% (13)**



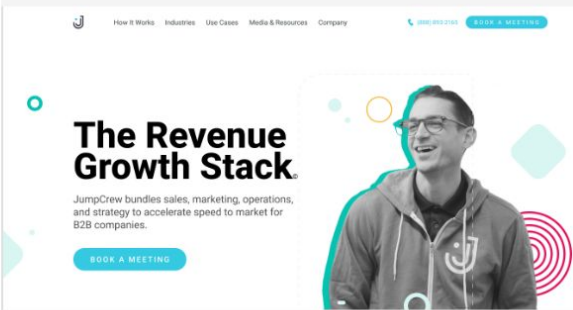
[Talar, CMO](#) ♡
Go to market encompasses all the teams referenced. I felt like I understood this to be a platform that spans departments 🗨️

[Jason, Vice President, Revenue Operations](#) ♡
Go-To-Market is where I work and I know what that represents. GTM is responsible for revenue growth. 🗨️

[Jake, CMO](#) ♡
This option has the best congruence between headline and subhead. Although I'll admit that I still don't understand what it means. "Bundle sales, marketing, operations and strategy" is ambiguous at best. 🗨️

[Jul, VP of Product](#) ♡
this made it feel applicable to more than sales team & also gave control to the customer rather than a service that was outsourced to JumpCrew 🗨️

The Revenue Growth Stack.png **40% (12)**



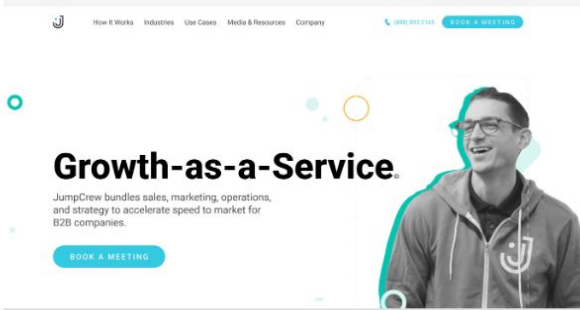
[Eric, COO & CFO](#) ♡
It's more specific to the goal of revenue growth and I like calling it a 'stack' in terms of software/tech vs a consulting service or "as a service" term. 🗨️

[Laura, VP of Sales](#) ♡
Stack means there are multiple tools I will have at my disposal. Revenue Growth is what I'm looking for as a sales leader. 🗨️

[Harlan, CFO](#) ♡
It seems to be the most complete heading. The Go To Market heading makes it sound like it's only relevant to companies just getting started and the Growth as a Service heading was just confusing 🗨️

[Zack, Chief Revenue Officer](#) ♡
Revenue is the goal and so resonates the most. Also Revenue is becoming a category descriptor. 🗨️

Growth as a Service.png **16.67% (5)**



[Michael, VP of Product](#) ♡
I was torn between the GTM stack and Growth as a Service. But GaaS pipped it. Ultimately, I'm interested in Growth... I also think the body is succinct and well written. 🗨️

[Frank, Vice President Product Management](#) ♡
Subliminally I get the notion of flexibility ("as a service") with an outcome I am interested in "Growth" and it aligns well with the subtitle explanation of it. 🗨️

[Rachel, VP Product](#) ♡
I am used to hearing platforms / tech / functions describes as "as-a-Service", so it holds meaning for me. I would expect then to be able to lean on this partner company to do all of the growth functions on my behalf. 🗨️

[Christophe, Chief Product Officer](#) ♡

Frame survey results as positioning and test

The Go-to-Market Stack.png 43.33% (13)

The Revenue Growth Stack.png 40% (12)

Growth as a Service.png 16.67% (5)

Jim, CMO

I'll be honest. I don't love any of them. But this is the only one that doesn't sound like a full on SaaS product

Talar, CMO
Go to market encompasses all the teams responsible for revenue growth. I think it's important to understand this to be a platform that spans departments.

Jason, Vice President, Revenue Operations
Go-To-Market is where I work and I know what it means. I'm responsible for revenue growth.

Jake, CMO
This option has the best congruence between headline and subhead. Although I'll admit that I still don't understand what it means. "Bundle sales, marketing, operations and strategy" is ambiguous at best.

Harlan, CFO
It seems to be the most complete heading. The Go To Market heading makes it sound like it's only relevant to companies just getting started and the Growth as a Service heading was just confusing.

Rachel, VP Product
I am used to hearing platforms / tech / functions describes as "as-a-Service", so it holds meaning for me. I would expect then to be able to lean on this partner company to do all of the growth functions on my behalf.

Julie, VP of Product
this made it feel applicable to more than sales team & also gave control to the customer rather than a service that was outsourced to JumpCrew

Zack, Chief Revenue Officer
Revenue is the goal and so resonates the most. Also Revenue is becoming a category descriptor.

Christophe, Chief Product Officer
Growth as a Service is the most descriptive and aligns well with the subtitle explanation.

Frame survey results as positioning and test



/ The Process

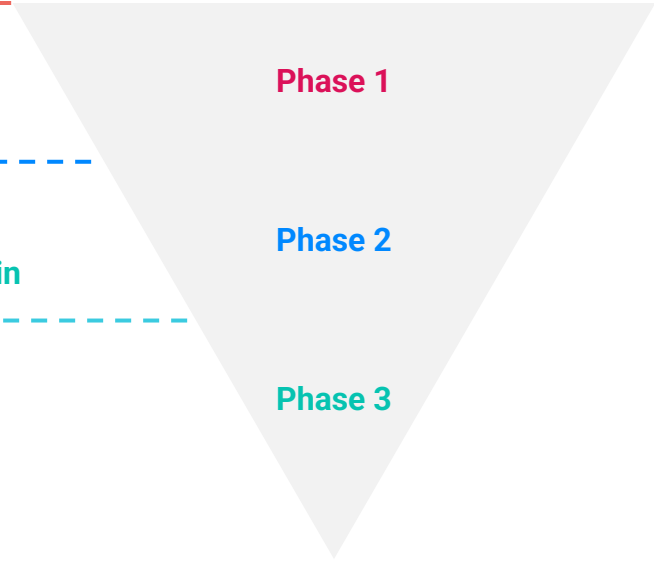


Survey our ICP to validate hypothesis and source ideas



Frame survey results as positioning and test

Create a website to articulate and test again



Create a website to articulate and test again

JUMPCREW

How it Works Industries Use Cases Media & Resources Company

888-993-2165

BOOK A MEETING

Growth. As a service.

JumpCrew's GaaS model bundles sales, marketing, operations, and strategy to accelerate speed to market for B2B companies.

BOOK A MEETING



We've driven over \$5B in pipeline for more than 450 companies

experian

Alibaba

Feathr

nextdoor

X

airbnb

CINTAS

Zillow

We help our partners acquire
and scale their customers.

We call it **Growth as a Service.**

The GaaS Stack



Sales Teams



Data



Inbound Leads



Rev Ops



Growth Collateral



Data

"Data is king." At least, that's what we believe at JumpCrew. We understand no championship winning team goes to the final without having calculated and strategic planning, a clear gameplan, and the proper training to be able to execute from the first whistle to the last. That's precisely how we approach customer acquisition for B2B clients in a vast variety of industries, geographies, and sizes.

LEARN MORE

How companies succeed with us

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99%

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Read the Case Study



nextdoor

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99%

999

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Read the Case Study

Create a website to articulate and test again

Brendan, Chief Executive Officer

Exactly what JumpShip does and how it's better than what I am currently doing. What is the product specifically? Still not sure

Andrey, VP of Growth and Marketing

I'm still unclear as to what the actual service or value prop for me is, and how it works in practice

Jake, CMO

How does this work with my existing programs, processes, systems and teams? Is it a fully outsourced managed service or staff augmentation? The cynic may doubt whether this is really any different than a traditional outsourced demand gen or BDR service.

Guy, Chief Executive Officer

As a customer, I still don't get what's in it for me. I get that you have a growth-as-a-service platform, but how does that help me do my job better?

Steve, Chief Marketing Officer

You're an inbound lead generation agency who doesn't understand contemporary buyer-led buying processes. There's no substantive evidence

Eric, COO & CFO

How early or late stage is your ideal customer profile? It seems early stage in order to outsource these functions but the logos are large mature companies.

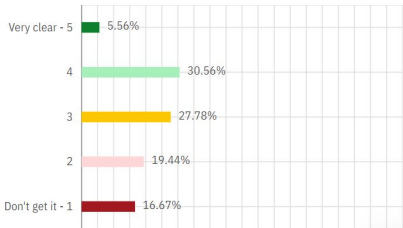
Kevin, CMO

Value and benefit of an outsourced partner whether software, services or both. What's broken about the way I am doing it and is there a compelling reason to outsource?

Brian, CTO and Head of Product

I honestly don't really know what the offer is. So I don't have any specific doubts. I would likely abandon after scanning the homepage.

Please rate the overall clarity. 2.9/5



/ The Process



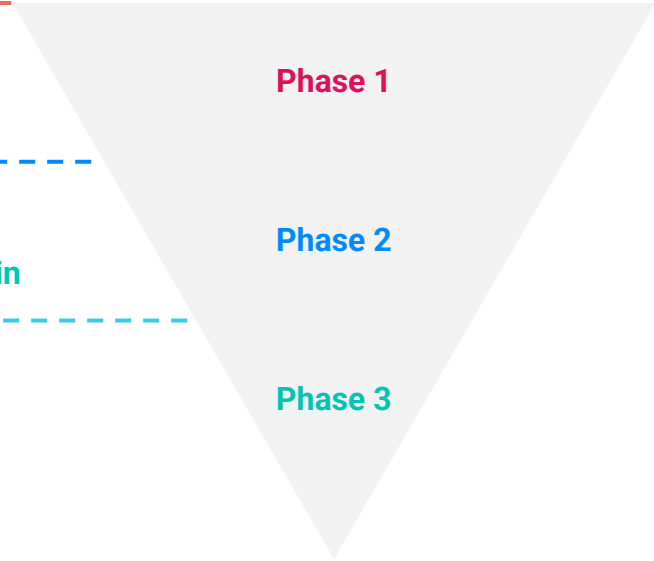
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／ The Takeaways

What is the service?

How does it work?

What's the value prop?

Why this vs. alternative?

Types of companies?

Seems like an agency?

Is it people or software?



／ The Result

www.jumpcrew.com



/ Discussion



 **Thank you.**

