

IN-HOUSE

OUTSOURCED



VS



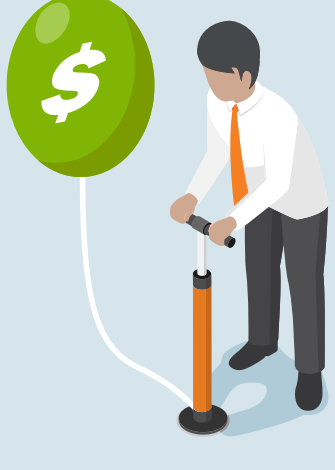
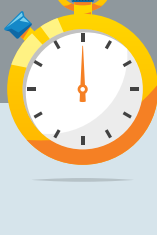
SALES TEAMS

IN-HOUSE

OUTSOURCED

SALES TEAM TO MARKETSTAR

SPEED TO HIRE



- ⊘ The cost of living index in Los Angeles, San Francisco, or New York is up to **157% higher** than Ogden, UT.¹
- ⊘ On average, new sales hires spend 10 weeks in training and only become productive **after 11.2 months**.²
- ⊘ Sales rep turnover is exceedingly expensive, with one DePaul University study reporting that it costs organizations **\$97,960** to replace the average sales rep (or a modified version).³

★ **MarketStar is 39% faster** from the time a job req is opened, to when an offer is extended, than the national average

★ **MarketStar can hire** sales teams in 6 to 8 weeks, more than **50% faster** than in-house

★ **Consistently drive revenue** within four to six months, rather than up to a year



SCALABILITY



- ⊘ **Limited capacity** to pivot and adjust to new markets and evolving challenges
- ⊘ **Infrastructure** (facilities, equipment, overhead) are often not designed to meet growth needs



★ MarketStar scales sales teams from **five reps to 100** in under 12 weeks

★ Global footprint, with **10 global offices** covering more than **60 countries**

★ **Flexible and agile**, who can dial their dedicated sales teams up or down to meet demand

ENABLEMENT AND TECHNOLOGY STACK



- ⊘ **63% of managers** believe the pace of technological change in their workplaces is too slow.⁴
- ⊘ Many companies **lack the expertise** to integrate tools successfully into a cohesive tech stack



★ **Cutting-edge technologies** including CRM, Voice AI, and automation to optimize sales processes

★ Real-time analytics that provide **40 unique analyses** to constantly improve rep performance

EXPERIENCE AND EXPERTISE



- ⊘ Young or emerging companies often have little or **no experience** deploying sales teams
- ⊘ **Focus can be split** between product development and sales
- ⊘ **Limited bandwidth** of managing sales teams for continuous improvement



★ Dedicated sales resources who **actively sell your brand**

★ MarketStar's **focus is solely on sales** and continually driving revenue for our clients

RISK MANAGEMENT



- ⊘ **Company assumes all risks** of in-house team performance
- ⊘ **Revenue is left on the table** from untapped potential SMB and Mid-market accounts



★ Outsourced inside sales providers operate on **performance-based contracts**

★ Revenue is **directly linked to outcomes**, ROI, and continuous revenue generation

SOURCES

1 <https://www.bestplaces.net/cost-of-living/>
 2 <https://www.brainshark.com/ideas-blog/2018/september/sales-enablement-statistics?language=es> (SMA)
 3 <https://www.hirebox.com/sales-talent-failure-to-launch-the-3-most-damaging-reasons-why-your-new-sales-hires-fail-and-quit/>
 4 <https://www.inc.com/dan-ruch/six-steps-for-successfully-implementing-new-techno.html> [MIT]

Let us show you how we can increase customer satisfaction and drive revenue for your business.

Let's talk