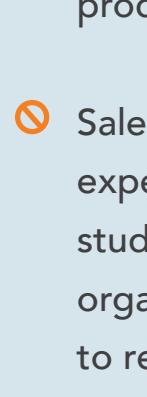
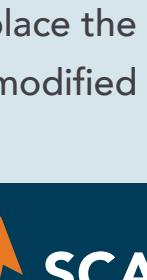
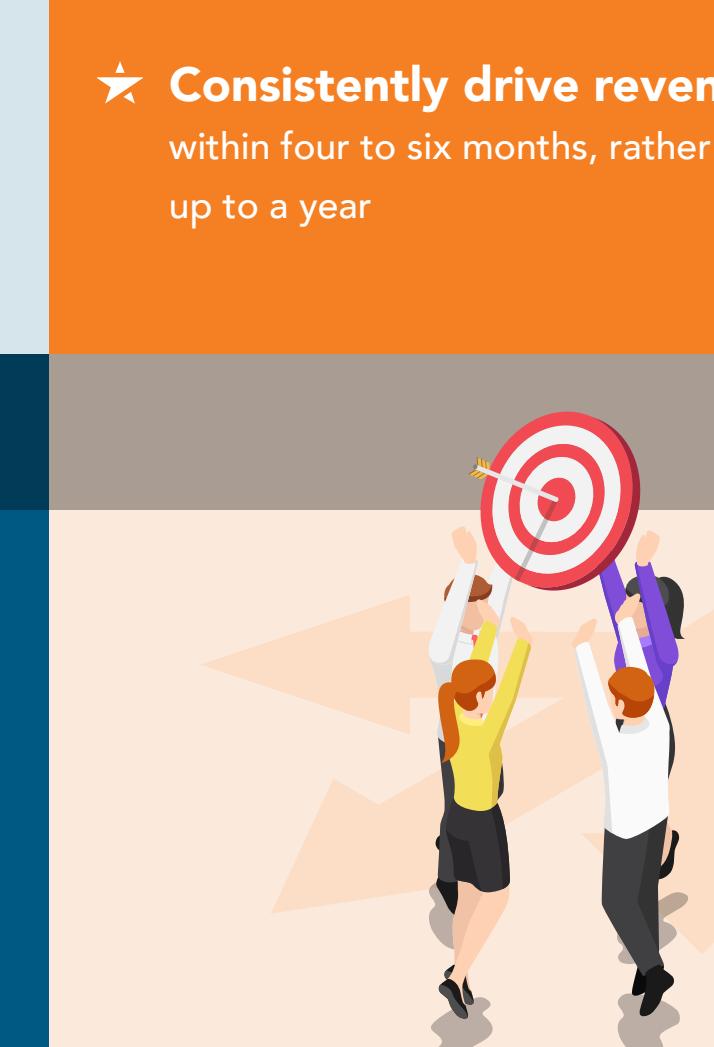


**IN-HOUSE****OUTSOURCED****SALES TEAMS****IN-HOUSE****SPEED TO HIRE**

- ⌚ The cost of living index in Los Angeles, San Francisco, or New York is up to **157% higher** than Ogden, UT.<sup>1</sup>
- ⌚ On average, new sales hires spend 10 weeks in training and only become productive **after 11.2 months**.<sup>2</sup>
- ⌚ 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).<sup>3</sup>

**OUTSOURCED**

SALES TEAM TO MARKETSTAR



★ **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****SCALABILITY**

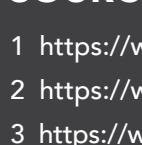
- ⌚ **Limited capacity** to pivot and adjust to new markets and evolving challenges
- ⌚ **Infrastructure** (facilities, equipment, overhead) are often not designed to meet growth needs

- ★ 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****ENABLEMENT AND TECHNOLOGY STACK**

- ⌚ **63% of managers** believe the pace of technological change in their workplaces is too slow.<sup>4</sup>
- ⌚ 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****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****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=en> (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**

★ MarketStar™