



ROI OF OUTSOURCING

There are pros and cons to both in-house and outsourced sales teams. The key is to look at your Return On Investment (ROI) beyond just the financial return. When taking the full view of return into account, outsourcing a portion of your sales team is a potent fuel for your growth engine.

FINANCIAL



Cost Savings:

Noticeable **savings** via inside teams located in less expensive labor markets, including highly productive hybrid models and larger overall talent pools

Revenue Gains:

True revenue growth due to investments, typically as high as **13:1** return of revenue on every dollar invested

PEOPLE



Cost Per Hire:

Cost of hiring and training – reduction in cost-per hire by more than **68%**, and up to a **50%** reduction in the time it takes to fill a new or open sales role

Geographic Expansion:

Market expansions happen **faster** than in-house by tapping into the “people cloud” of outsourced sales providers

ROI

TIME



Time to Launch:

Outsourcers launch teams in as little as **6 - 8 weeks** (including technology and sales enablement), while the standard enterprise sales team usually takes up to 12 months to fully implement

Ramp to Revenue:

Outsourced teams consistently drive revenue within **four to six months** of launch, rather than up to a year by newly established in-house teamscloud” of outsourced sales providers

OPPORTUNITY



Innovate & Experiment:

Test new sales enablement technologies, AI-infused outreach tools, or untested value propositions with speed, control, and inside a safe sandbox designed to try new ideas

Minimize Risk:

Have confidence to experiment in a safer data and regulatory environment with providers who have SOCII compliance standards and ISO 27001 industry certifications

The “In-House Sales Team vs. Outsourced Sales Team” argument is well-worn, but with a “360-degree view of ROI,” the case is closed. An outsourced sales team is your best solution.