

# All about ROI

Return on financial investment is only one of many benefits of outsourcing your sales team. See how in-house teams compare to outsourced teams in terms of financial, time, people, and opportunity ROI.

## Return on financial investment

### IN - HOUSE

#### COST SAVINGS

B2B businesses located in major metropolitan areas experience high overhead costs due to the cost of living and larger business operation costs.

#### REVENUE GAINS

Many B2B businesses struggle to achieve the same ROI as outsourced partners due to the lesser focus on their craft (sales) and more limited access to talent.

### OUTSOURCED

#### COST SAVINGS

Businesses that outsource sales operations can achieve cost savings of up to 40% compared to in-house teams, in part due to sales outsourcing companies being located in less expensive labor markets.

#### REVENUE GAINS

Typically, outsourced sales teams achieve anywhere from an 8:1 to 13:1 rate of return on every dollar spent. With some motions achieving even higher rates of return at a much faster pace due to their focus being solely on sales.

## Return on people investment

### IN - HOUSE

#### TURNOVER AND RECRUITMENT

The average sales organization salesperson turnover rate is now 34%. Turnover is expensive, and requires not only the costs of wasted training and investment, but also of acquiring a replacement. Plus, empty seats don't sell.

#### ACCESS TO TALENT

Complex and dynamic laws, adapting to the local business climate, and finding the right talent in far-away locations all often pose challenges and risks of expanding into new markets.

### OUTSOURCED

#### TURNOVER AND RECRUITMENT

Businesses that outsource sales functions can reduce their time-to-hire by up to 25%. (At MarketStar we average a 50% faster speed to hire than in-house and our "active bench recruitment" ensures all of your seats are always filled up).

#### ACCESS TO TALENT

48% of businesses outsource sales functions to increase their geographic reach. Outsourcers have the infrastructure and resources to adjust and expand quicker, which can help companies achieve their sales targets more effectively.

## Return on time investment

### IN - HOUSE

#### RAMP UP TIME

A fully-functional, enterprise-level sales infrastructure and enablement program can take up to 12 months to implement plus additional months in developing it to ensure it runs efficiently.

#### BUILDING TECH STACK

Implementing a customer relationship management (CRM) system can take anywhere from 3-12 months, depending on the complexity of the organization.

### OUTSOURCED

#### RAMP UP TIME

Outsourcers have processes dialed in at day one, and prepared for the inevitable tweaks required to customize it to your customer lifecycle or product mix.

#### BUILDING TECH STACK

Outsourcing providers are trained and have access to the latest sales technologies and tools, including CRM, sales analytics, sales acceleration, AI-based tools, etc. Our teams can be launched in 6-8 weeks, 50% faster than in-house teams.

## Return on opportunity investment

### IN - HOUSE

#### TESTING NEW IDEAS

Testing new sales tools and sales motions can be risky, complicated, and expensive. Implementing all the changes involves many departments and may take months to complete with no guarantee of success.

#### RISK MANAGEMENT

Risk management processes in-house are often less rigorous than those of an outsourcer. Without meticulous procedures in place in-house teams can create opportunities for risk exposure.

### OUTSOURCED

#### TESTING NEW IDEAS

A pilot program can be spun up or down quickly. Sales outsourcing unlocks new opportunities in a safer environment, firewalled off from the rest of the enterprise infrastructure.

#### RISK MANAGEMENT

57% of businesses outsource sales functions to mitigate risk. Sales outsourcers have established risk management processes to mitigate risks associated with sales, such as compliance and regulatory issues, data security, and fraud.