



# Win more customers with sales as a managed service.

Whether scaling B2B sales to \$10 million or 10x more, our outsourced sales solution helps you win new customers faster and more reliably.



## Things are different now in B2B

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Companies increasingly work with outside expertise to deliver critical business outcomes.

While an “outside-the-box” idea once, this has become standard in logistics, finance, human resources, marketing, and customer support. Companies are seeing this work for sales, too.

### **The reasons why are endless.**

Daily excellence in sales is hard. Results are often inconsistent or sales goals get missed regularly. Other times it’s a need to increase speed to market. CEOs and Sales VPs often share with us their desire to grow profitable sales at a faster clip.

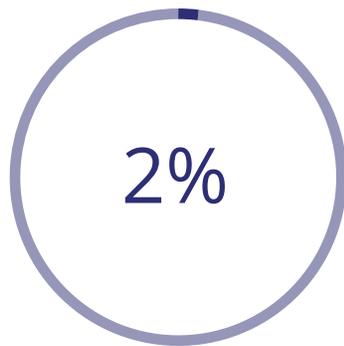
Businesses that breakaway from the pack have a repeatable, scalable sales model. Only then can you get sustainable, profitable results from the first call with a prospect to a closed deal.

Our sales as a service is a managed offering based on eight critical success factors. This blueprint explains what they are and why they are important.



## Things are different now in B2B

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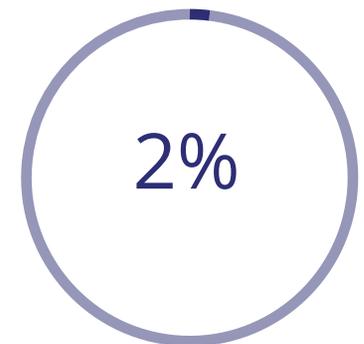
Email response rate...  
and decreasing



Amount of time  
reps' spent in non-revenue  
generating activities



Increase in the cost of  
acquiring new customers



Cold calls that result  
in meetings

# Upgrade your sales execution

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## Doing nothing costs more than you think

Mistakes are costly. Trial and error wastes time and money. Employee turnover can erode hard won gains overnight. Your sales team misses 100% of the shots they don't take.

The tell-tale sign it's time to try a fresh approach is often hidden in plain sight: inconsistent results or regularly missed sales goals, lack of a disciplined sales process, hard-to-explain pricing, proposals that stall, or poorly designed compensation plans. Sales aids and outreach campaigns often fall short too.

Other times it's just about a desire to make the boat go faster.

Whatever your reason, daily sales execution is hard. But the statistics that hold back many businesses don't have to be yours too.

*“The well-conceived application of technology can make daily interaction easy for partners.”*

*“We have identified eight success factors essential to predictable, scalable growth”.*

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# A sales playbook

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## Key ingredient to great outcomes

Sustainable, predictable sales results depend on having clear processes, documented best practices, and critical sales aids. The sales playbook provides this, and so much more.

It frees up time to sell because you don't have to create content. Now you can leverage existing content for messaging, questions, and resources to engage prospects.

A playbook helps quickly disseminate the most effective techniques: if a rep is having success with a specific method or tactic, then the entire team can benefit fast.

Training new folks is faster and easier when there are clear, explicit explanations of who your customers are, how they buy, their pain points, what to say to them and more.

We're always happy to share examples. Just ask.



*“Clear explanations of why your customers buy and what to say to them, supported by a clear selling process”.*

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## Dedicated team

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### Our employees, but your team

If sales enablement is the fuel, people are the engine required for daily results. We can work with your team, add to it, or stand up a team of our employees dedicated to you.

We recruit the ideal candidates based on our unique profile proven over hundreds of successful hires. Our in-house recruitment system works behind the scenes to source, screen, interview, recruit, and retain best-of-breed talent. No more headache and complexity.

The result is a fully functional high performance sales team in the time it takes you to recruit one new sales hire.



*“We can work with your team, add to it, or stand up a dedicated team of our sales specialists”.*

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# Sales floor environment

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## A lively, productive atmosphere

A good outsourced sales team has an electric atmosphere – high energy but not unruly.

An open floor plan helps create and maintain high energy and collaboration. This is more important than ever because remote sales teams have become the norm.

Fostering this kind of comfortable environment for experienced sales professionals takes time, is difficult, and doesn't always work.

Consider the difference between a dedicated sales floor with skilled and confident professionals, compared to an office setting with a few sales people sandwiched into a room full of people from other departments working on non-sales tasks.

Which do you think will generate the best results?



*“Together we foster productivity and positive team energy. That is even more important now that remote teams are the norm”.*

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# Sales training

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## Get up and go fast

Whether starting from scratch, or adding new skills to an existing team, our sales training program delivers results in weeks, not months.

Each new team follows our proven onboarding process. It starts with understanding your value proposition, why buyers buy, and importantly, why they buy when they buy. Reps are immersed in the selling process and the rigors of best-in-class opportunity management for your business.

Question-based selling and fine-tuning the qualification process ensures only good “fit” prospects convert to deals worth chasing. If your product or service is more technical, no worries. We roll up our sleeves where it makes sense.

The result is a dedicated sales team able to make calls in 45 days. Once live, weekly pitch perfect sessions are a mechanism to share best practices, enhance skills, and role play objection handling.



*“Our training program is built into the service so your team always has the latest skills”.*

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# Technical stack

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## Modern sales tools for high productivity

Sales is a targeted, numbers game. You can't control and improve if you don't monitor and measure.

We will provide exactly what your team needs. Hardware to prospecting tools. Engagement sequences to analysis of call recordings. Our sales enablement stack integrates off-the-shelf, best-of-breed solutions to support and report every part of the sales process.

You get quantity and quality new leads that adhere to your ideal customer profile.

Automated activities and tasks supported by data-driven lead scoring keep reps on the most promising prospects.

Robust opportunity management in CRM allows us to rapidly diagnose what works and what needs finesse to accelerate deal velocity.

We can deploy a full technology stack dedicated to your business in less than one day.



*“You can get quantity and quality new leads that adhere to your ideal customer profile”.*

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# Executive dashboard

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## Total sales team transparency

We understand results matter. You can remotely monitor the performance of your sales team anytime from anywhere. Finally, you get the visibility you always wanted.

Look up activities by sales rep. Filter by forecast close date. Diagnose days aged by sales stage. Finally, you have reliable stats for win rate and duration of the sales cycle.

Standard weekly reports are “out-of-the-box.” Want to build your own report on the fly with up to the minute results? We support that too.



*“We understand results matter. You can remotely monitor the performance of your sales team anytime from anywhere”.*

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## Weekly huddles

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### One team, one approach

Yes, we are a different company, but ours is a one team mindset. While the typical cadence is weekly, we can meet as often as you like to discuss progress and outcomes.

Together we discuss the state of your sales cycle and operations with analysis of results and strategies to optimize performance. Our recommendations are driven by data. Decision-making is fast. If something clicks with prospects, we rapidly share with the team.



*“We can meet as often as you like to discuss progress and outcomes”.*

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