

Sales Development Outsourcing Survey

EXECUTIVE SUMMARY

The allure of outsourcing some or all of your Sales Development efforts is a siren song for any sales and marketing professional. Just imagine... Instead of spending your own time and efforts generating meetings with new prospects, you can offload it to some specialized pros, paying them on a per lead or per meeting basis. In theory, it's predictable, it's calculable, and it's therefore easy to get caught in the spell of preemptively counting the money you'll be making from their efforts once you sign your agreement.

Unfortunately, it's a pipe dream for most, as success isn't the most common outcome. At Tenbound, we understand the effect a successful, or unsuccessful, engagement with an outsourced vendor can have on the performance and morale of your team. With this in mind, we queried a wide range of industry professionals to get their quantitative and qualitative feedback on their experience using these outsourced Sales Development services in the first iteration of this survey (stay tuned for additional and follow up surveys in the near future from Tenbound).

Respondent & Survey Information

- 109** Total responses
- 12** Countries
- 80%** In USA
- 82%** In the Technology industry
- 23** Unique vendors

Our Findings

Why did respondents use these services and for what purposes?

Most responses imply that firms were hired to supplement an existing internal team, to build new pipeline and accelerate their sales program. Firms were tasked with lead generation, outbound sales / appointment setting and event registration campaigns.

82% Outsource services and consider themselves at a "High-Growth Company"

Only 32% Of respondents noted that they would hire the same firm again

3.32 Average satisfaction rate (out of 5)

49% Rated their vendor at 3 or lower

How was success measured?

- Revenue generated**
- Meetings/appointments booked**
- Quality of meetings**

Top factors for selecting a firm

- Cost**
- Reputation**
- Referral**

Key provider success factors

- Focused**
- Responsive**
- Easy to work with**
- A strong SLA**

Tenbound's Synopsis

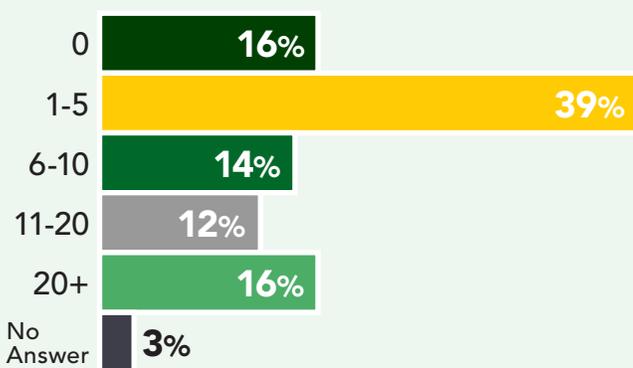
Unfortunately, it is very clear that many clients walk away from their relationships dissatisfied. There were, however, many very positive outcomes, showing that when executed correctly along with a trusted and capable partner, there is a lot of potential value to be had through an outsourced Sales Development program.

When considering an outsourced Sales Development program for your company, make sure to do your due diligence in researching a vendor's reputation and spend time to ensure they are a culture fit and able to communicate with you and your team as needed. Be realistic in the outcomes expected, and keep in mind enabling these partners with the right messaging, target profiles and processes is critical to your success.

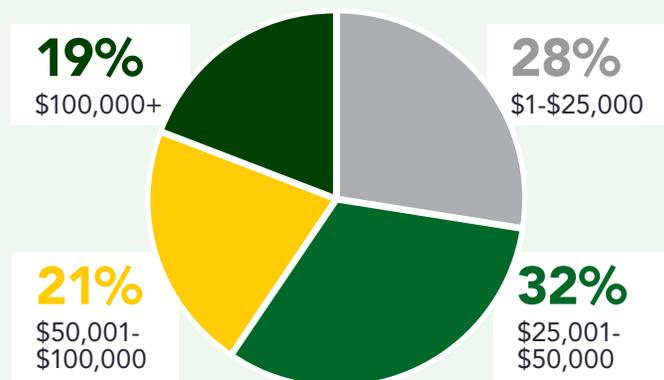
Our Recommendations

1. Investigate the firm's principals, history, ratings and relevant case studies
2. Conduct what is essentially a job interview
3. Do backchannel due diligence
4. Ensure reporting fits your needs (flexible, real-time, etc.)
5. Confirm total cost of campaign

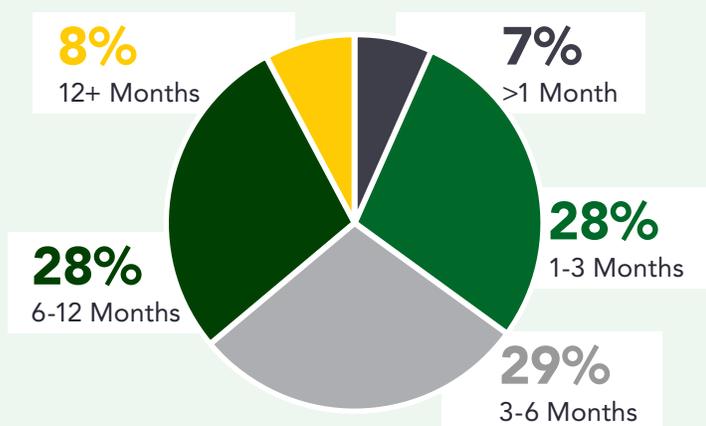
Internal SDRs



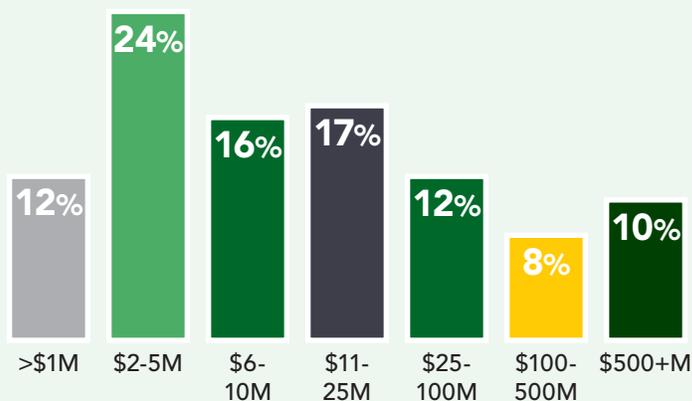
Avg Annual Contract Value



Average Sales Cycle



Annual Revenue (Millions)



Need help?

Tenbound's advisement services are available to assist you in rolling out these programs. If you'd like some trusted guidance on your vendor selection in addition to establishing goals, metrics, timelines and budgets for your program, we are here to help!

Looking for the full data, have feedback/suggestions for future surveys or want to chat? Contact us - sales@tenbound.com



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About Tenbound

Tenbound is 100% focused on Sales Development. We help start or improve your Sales Development program through events, training and consulting programs.

More meetings, more sales. Tenbound