

# THE TENBOUND OUTSOURCED INDUSTRY DECISION FRAMEWORK™



Start Here What is your focus?		Outsourced Company Buckets There is some bleed between	Best For	Qualification Level
Vertical	SMB	<b>Performance Based Appointment Setting</b> Human Centric Appointment Setting: performance based approach on meetings	Cold outbound but not heavy qualification. Low risk	Qualification to AN, high velocity
Industry	MM	<b>Full Stack Sales Development</b> Human / Software Hybrid: Dedicated SDR (team) resource to your case, data, hiring, training , in some cases you can recruit	Inbound and outbound, a need for high quality and augmentation. Higher investment	Qualification to ANT, lower velocity
Target Market Size	ENT	<b>Fully Automated Sales Development</b> Fully Automated with some human management, set and forget	AE teams without SDRs, point campaigns, no phones. Lower investment	Qualification to AN, at target list level, high velocity, massive scale