Growthonics

HOW TO OPTIMISE YOUR **OUTBOUND STRATEGY FOR SUCCESS**

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INTRODUCTION

Growthonics was founded by Dan Vanrenen and inspired by years of frustration.

The sales teams he built and managed were great at selling, but they wasted too much time prospecting. As a result, they spent too little time doing what they do best - selling.

He began developing a process to deliver warm leads to his sales team cost-effectively, predictably and at scale.

> "You can't become productive overnight. It is something you have to work towards and adapt step by step"

THE OUTBOUND PROCESS

Ideally, sales is a linear process. You put X into the top of the funnel and produce Y at the bottom. To grow your business this should be an efficient, predictable machine with minimal peaks and troughs.

In this paper, we dive deep into what's needed for an effective outbound sales process. Why 'process'? Because a successful outbound strategy is not just about people or sales teams. You need the right building blocks in place - then you add the right people.

This whitepaper helps sales managers, directors, entrepreneurs and marketing professionals overcome the hurdles of poor data, inconsistent campaign delivery and stagnant sales growth.

Outbound sales: The fundamentals

Outbound sales introduces an idea, solution, service or option that prospects are unlikely to discover on their own. It reshapes potential customers' thoughts about their challenges, needs or opportunities.

Done well, outbound sales provides value to targeted audiences. By delivering personalised, genuinely useful information and solutions, it converts prospects into leads and leads into buyers.

Requirements for an effective outbound SDR process

1. Lead research
2. Multi-channel outreach systems
3. A uniform, scalable process
4. Top sales technology
5. Dedicated teams
6. Execution

Identify your ICP

The first step is to identify your Ideal Customer Profile (ICP).

This involves more than just customer segmentation. To identify your ICP you must first identify your value proposition, your addressable market and your verticals.

Look for sales triggers

A sales trigger is any event that creates a sales or marketing opportunity. People and companies begin entering your campaign as soon as they match your trigger conditions.

Trigger events are not always easy to spot, but could include the following:

- Company expansion or relocation
- Revenue growth
- A new product or service
- The introduction of a new department within the company

Identify the decision-makers

Decision-makers are the people within the company who decide whether or not to buy from you. These are the people you need to reach.

Once you've pinpointed the decision-makers, the next step is to identify their influencers. More often than not, influencers are the people who work above, below and next to the decision-makers

LEAD RESEARCH

To be successful, all companies need a steady stream of new leads coming into their pipeline. But you need more than just new leads. You need new leads who are compatible with your business.

Here are some questions to ask yourself when starting lead research:

- What type of companies are your ideal buyers?
- Which companies fit the mould?
- What are they buying? Where are they buying it? What are they spending? What other products or services might they be using?
- Who is making the decisions, using the product or service or making the payment?
- How big is the company and what does their corporate structure look like?

Data

The quality and affinity of your leads boils down to one thing - data. It's the solid foundation of a scalable, predictable sales pipeline.

Data makes it easy for salespeople and marketers to identify leads, segment their audience, execute targeted communication and guide customers through the sales funnel. It's no accident that companies with data-driven sales strategies boast better productivity and profitability.

Data-driven lead generation may take time and effort, but it's essential for providing insight into potential buyers, and then filling your pipeline with high-quality leads.

Remember: When it comes to filling your funnel and generating leads, the more data-driven it is, the better.

A 4-step methodical approach to data collection

1. Account-based profiling

Account-based profiling works by analysing buying trends, previous purchases and industries' long-standing partnerships.

It's a complex process which requires extensive knowledge of the B2B industry, but nonetheless an extremely effective way to identify with meticulous accuracy which companies to target.

When it comes to identifying companies, here are some examples of the verticals we use:

- Location
- Growth of annual revenue
- Job functions
- Recently funded
- Website visits
- Technologies used

2. Contact filter segmentation

Filters the key decision-makers within the list of companies according to your business offering and the buying motives which might bring this person to you.

3. Contact information research and verification

Ensures that you have only accurate real-time contact information for the individual decision-makers and key influencers within your targeted companies.

4. Double verification

While technology is useful (and recommended) for sourcing the most relevant information, don't take its accuracy for granted. Rigid quality assurance is paramount, so make sure you take the time to double verify all information.

DATA EROSION

The rate at which data erodes and becomes outdated is alarming.

For example, research by Bizibl Marketing shows that, on average, organisations' decision-makers change **every 20 months.**

And that's not all.
Take a look at these annual stats*:

30%
of people
change jobs

24%
of companies
change their names

43%
of phone numbers
change

34%
of people's titles
and roles change

37%
of email addresses
change

When you add this together, 40% of your data is likely to be inaccurate.

So, what's the solution?

*Leadspace data trends report 2020

DATA ENRICHMENT

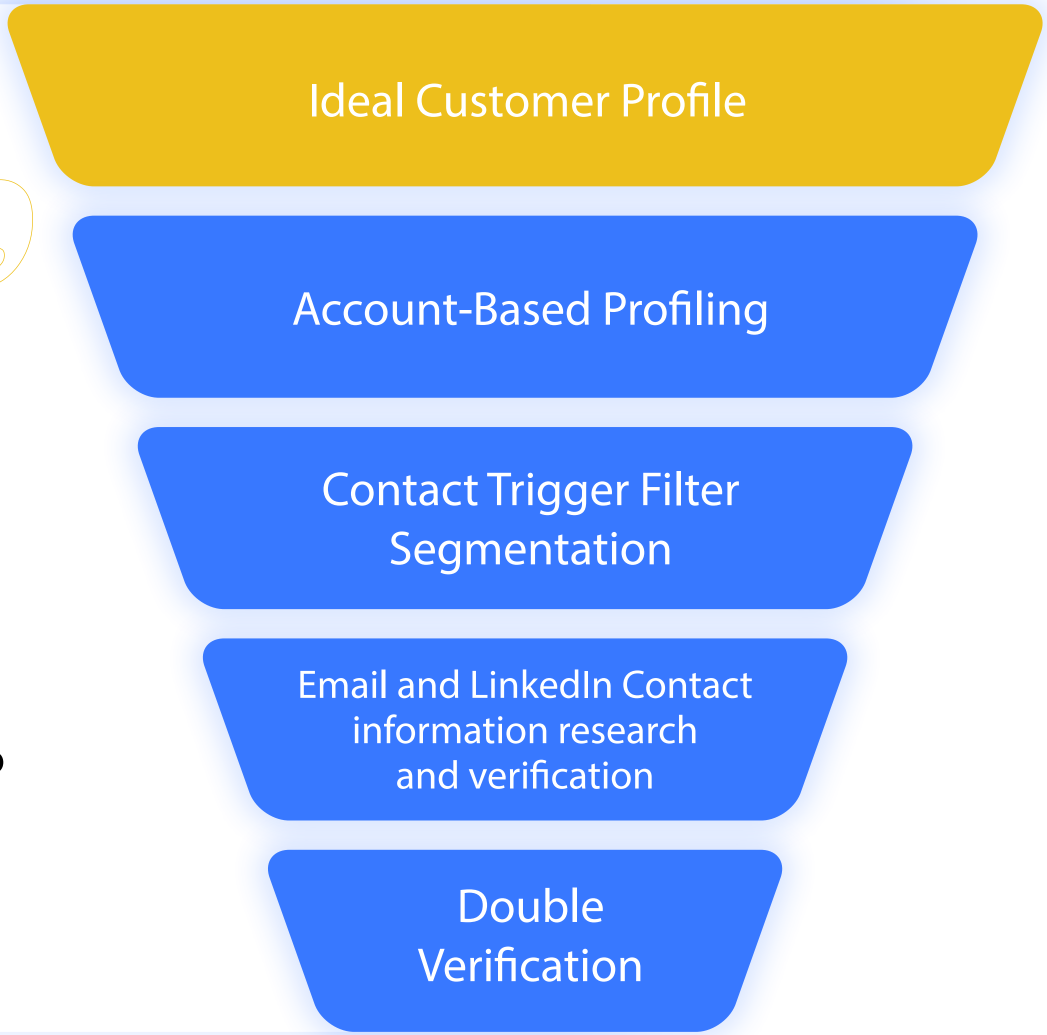
> Data enrichment brings internal data and authoritative external data together to enhance and refine raw data.

For data that is valid, accurate and consistently in line with your company goals, data enrichment is essential. It allows you to create personalised messages, reach more targeted prospects and achieve maximum return on your database.

Remember:

Accurate data provides 360° insight into your buyers' habits and preferences.

Without it, intelligent decision-making is at best severely hampered and at worst, impossible.



CAMPAIGN STRATEGY

By now, you should have a list of companies that fit your target profile and a verified list of contacts that fit your buyer persona.

It's time to plan your approach and strategy:

- How to get in front of the prospects in your target companies
- Which messages to create
- Which channels to use

A multichannel or omni-channel approach is by far the best way to capture hard-to-reach, high value prospects. You should be looking at outreach via email, phone, LinkedIn, and video messages.

> "The question is, how do you go about the process? First, go back to the beginning - to your data - and then segment it."

Data segmentation

Data segmentation is the process of dividing and organising your data according to defined groups. It means you can use it more efficiently for outreach.

Examples of data segmentation could be:

- Job title and function
- Company size
- Industry

The benefits of data segmentation

- You can create nuanced messaging tailored to each recipient
- By segmenting data into audiences, grouped according to pain points and similar solutions, you ensure each person receives a relevant message
- It becomes easier to analyse stored data, allowing you to quickly spot potential opportunities and react to challenges
- It enables mass-personalised marketing communication which in turn, reduces costs

CHANNEL IDENTIFICATION

Sending out thousands of messages is easy. How do you identify the right channel for those messages? Which will produce the most success? Email remains the most cost-effective outbound channel - but it's a single channel.

The fact is, a multi-channel approach will always win more business.

Multiple touchpoints via multiple channels is more efficient. Your prospects are given options, reducing the risk of missed opportunities - and as a naturally occuring by-product, the multi-channel approach creates brand awareness.

But with a multi-channel outbound strategy, just like anything else in sales, planning is everything.

Sales cadence creation

An outbound sales cadence is, effectively a follow-up plan. It refers to how often you reach out to your prospects via phone, email, LinkedIn or video message. Some cadences can contain 2 steps, others more than 30, depending on what you are trying to achieve, your timeframe and job function.

The cadence begins with the first contact attempt. It then continues throughout a sequence of steps until your prospect converts to a sales opportunity - or the sequence ends with no response and the prospect moves into a new re-contact cadence.

With sales cadences, every sales rep should follow the same procedure. Consistency is key to predicting accurate numbers.

Sales cadences are best used with an effective outbound sales engagement tool.

This allows your sales teams to:

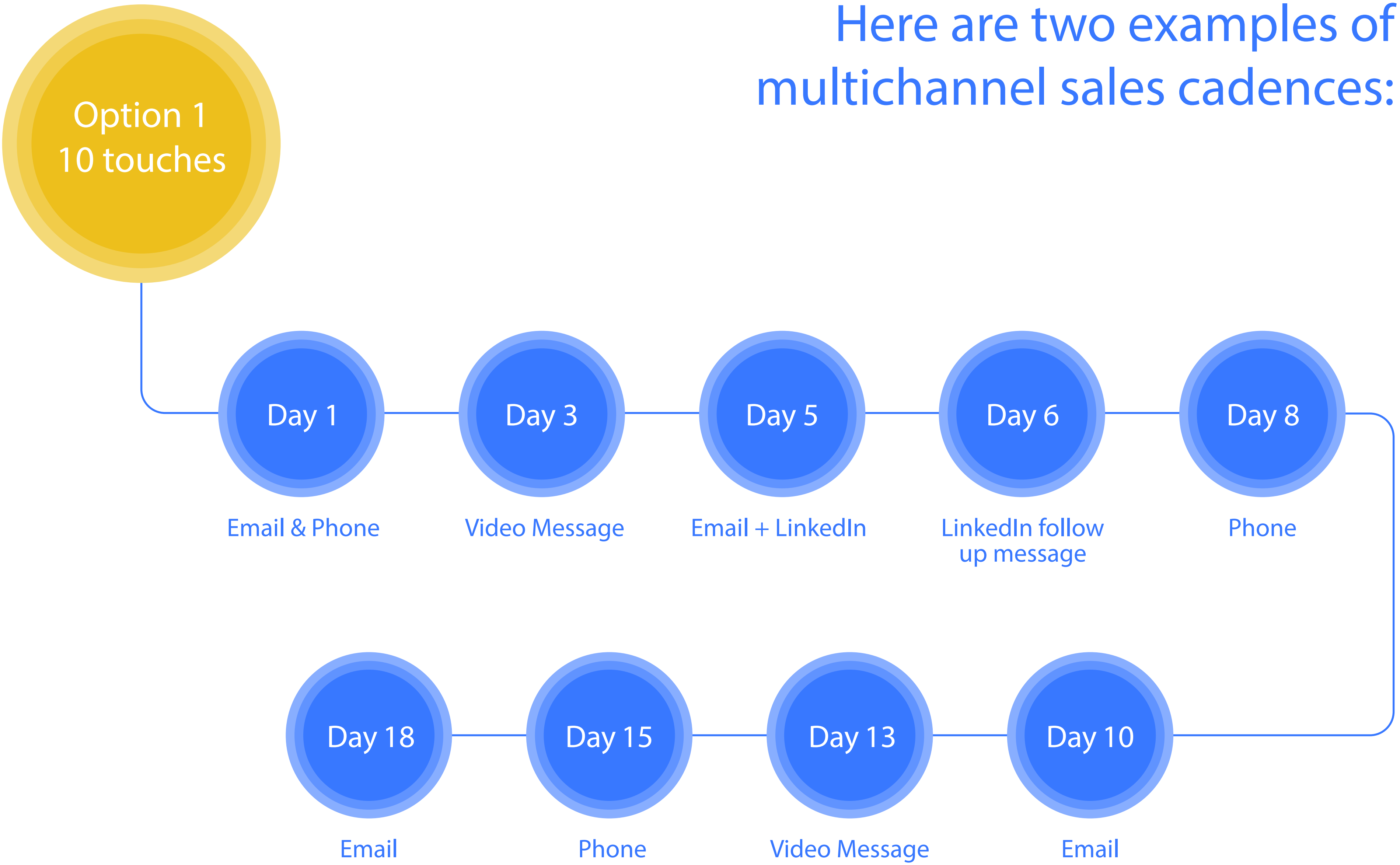
Personalise emails in bulk

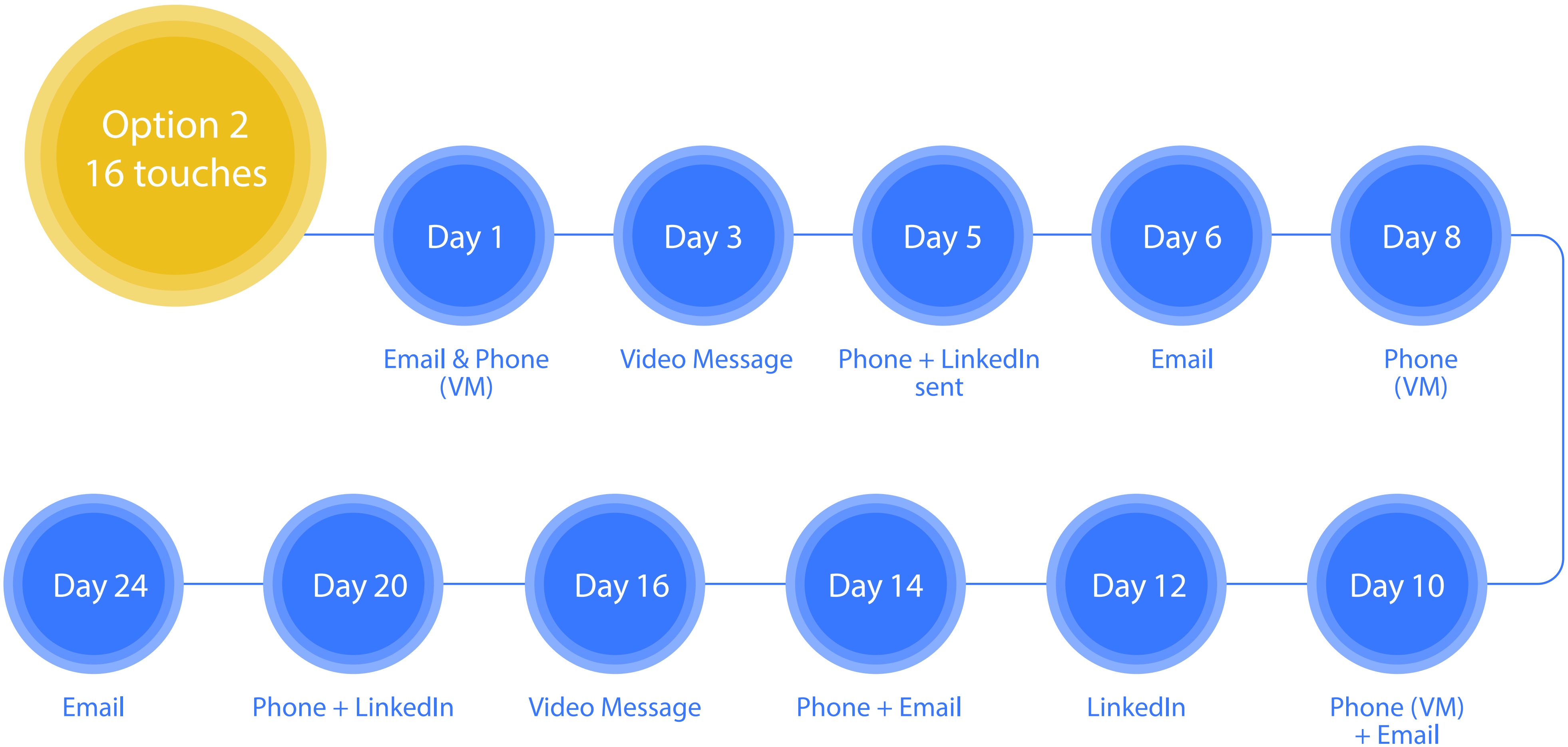
Most sales engagement tools have features which merge emails and reply to inbound leads. They can also schedule follow-up emails which have been paused or triggered based on the action of the recipient.

Optimise copy and outreach strategy

Through A/B testing different subject lines, body copy and full campaign sequences. With native integrations to your CRM and third-party integrations, you can automate outreach even further by triggering campaigns when someone downloads an e-book, schedules a meeting or signs up for a demo.

Here are two examples of multichannel sales cadences:





As you can see, both sales cadences have been created using the optimum mix of multiple channels - email, video, phone and LinkedIn.

In the next section, we're going to deal with each channel separately, although bear in mind that for your outbound campaign to succeed, they should be used in combination.

MULTI-TOUCH EMAIL CAMPAIGNS

Multi-touch email campaigns remain one of your most powerful outbound strategy tools. Done well, they have multiple benefits:

- They increase campaign ROI
- They act as a reminder to prospects
- The prospect has a choice about when to respond
- They make understandably suspicious buyers familiar with your brand and its value proposition
- They make it straightforward to track campaign success

However, email campaigns are time-consuming - and that time could be better spent scoring leads, booking appointments and closing deals.

The following section explores ways to achieve results with email without wasting valuable time.
We look at how many emails you should send, the best time to send, how often to send and what makes a good call to action (CTA).

Email frequency: How often should you send?

As you know, email frequency is a delicate balancing act between underexposure and annoying your recipient.

When sending emails manually, most salespeople stop after 2 or 3 attempts.

This is a wasted opportunity because, according to data collected from our campaigns, **8 email sequences** find the sweet spot and, in fact, **36.2% of positive replies come after the 3rd send.**

How to space follow-up emails

Optimum follow-up spacing is entirely dependent on the person you're targeting. There is no golden rule

Again, it's a fine balance. Leave too little space and at best, your email will be ignored and at worst, marked as junk or spam. Leave too much space and the recipient will have forgotten all about you.

So, what is best practice when it comes to follow-ups? The following is based on research carried out by InsideSales.com:

- Wait at least 1 day in between contact attempts, but no more than 4 days
- Increase the amount of time between contacts after each subsequent attempt - up to 6 or 7 days depending on the recipient

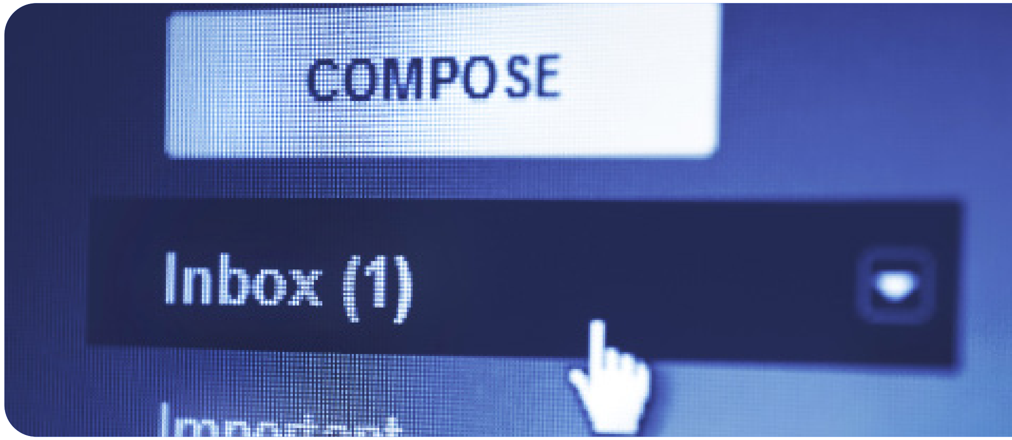
When should you send emails?

Studies show that the best day to send emails is **Tuesday**. Emails sent on Tuesdays have the highest open rate and, in turn, more click-throughs.

However, before sending, always research your audience. Who are they? Where do they sit in the company hierarchy? What times are they potentially free during the day? When are they most likely to check work emails?

Remember:

Domain reputation should never be sacrificed to the send day. Always plan the sending schedule according to your target audience.



How to space follow-up emails

According to a recent Litmus survey, you have **11.1 seconds** to engage your prospect. That's how long people spend reading online.

And, bear in mind that **20-50%** of outbound emails will be opened on a **mobile device.** Given this, what's the best way to pique your prospect's interest? How do you grab their attention? Here are a few tips:

- Keep every message short, to the point and simple enough to digest at first glance
- Be clear about what you're offering and how it helps the target reader
- Demonstrate an understanding of their pain points
- Don't give away too much information. Instead, take your prospects on a journey of discovery
- Don't oversell, just pique their interest
- Prove your credibility - for example, the number of years you've worked in the industry or your client base

Call to action (CTA)

All outbound emails should have one single CTA - in most cases, to reply. Replying to an email is the most reliable way to gauge interest.

Avoid adding website links to your emails. Make it clear that the easiest way to find out more is to reply.

If your prospect doesn't reply to a first email, use your subsequent emails to offer **additional value.** The more targeted and high quality the content, the more likely the lead is to read your message, engage with it and respond.

When to implement automation tools

Always implement automation at the **beginning of a campaign.** That way, you can execute campaigns at scale and track their impact.

Make them bespoke

Multi-touch campaigns must be bespoke, personalised and authentic. For the recipient, each email has to look as though you've typed out a personal message and pressed `send'. But, as you know, it's impossible to do this at scale.

The obvious solution is to use a bulk email platform. Unfortunately, when using these platforms many companies get it badly wrong. Here are a few common problems:

- Incorrect data
- Incorrect targeting
- Not enough time spent on copy design

Remember: The more carefully you segment your audience, the more likely it is that your email will come across as personal and authentic

Tweak messaging and content for each touch

Every communication should encourage a prospect to complete the same action - but that doesn't mean they should receive the same message multiple times.

Mix up the messaging content so that each outreach feels unique to the prospect.

USING VIDEO IN EMAIL

Video adds an enticing, interactive component to communication and helps your email stand out from the rest. For the recipient, a video makes email feel like less of a chore. It piques their interest and makes them more likely to open the message and scroll through it.

There are multiple benefits to using video in email. Here are 6 of them: .

- According to Vidyard, video improves click-through rate by 200- 300%
- It improves meetings booked by 500%
- Videos build trust and authenticity
- They make it easy for social media shares
- They save time
- Video emails are unlikely to end up in trash and spam

Follow up with a phone call

Remember, the purpose of your emails is to build a bridge between yourself and the prospect. You are starting a conversation and gauging their interest.

Email alone is not enough. To properly engage and nurture your lead, you will need to go further with personalisation by following up emails with a phone call.

PHONE

The phone opens a direct line of communication with customers. Of all the channels available to you, the telephone is the most human.

For outbound calls to be successful, you need a thorough understanding of how the calls work, and which factors make the difference between success and failure.

How to succeed in outbound calling

Before you start calling, make sure you have a clear strategy in place. Ask yourself the following questions:

- Are your goals well defined?
- What is the objective of the campaign?
- Who is the target audience
- What are the key performance indicators?
- Have call lists been drawn up?
- Are your agents sufficiently trained?

A quick note about data

As you'll know, your target prospects will invariably sit beyond receptionists, secretaries, assistants and colleagues - all of whom are trained to spot sales calls.

Out-of-date contact information is the fastest route to failure. Before you start making calls, always double verify your data to make sure it is accurate - especially if the source of the contact information is a purchased data list.

Tips for making calls

- Be confident
- Maintain a natural tone of voice
- Listen, don't assume
- Always be prepared for objections
- Develop a rapport
- Watch your speech rate and if in doubt, slow down
- Always use your customer's or prospect's name

LINKEDIN

When it comes to generating leads, LinkedIn is a potential goldmine. Take a moment to look at these stats:

- It has 660 million members in 200 countries
- More than 30 million companies are on LinkedIn
- 2 users join LinkedIn every second (that's over 172,800 new users per day)
- According to HubSpot, the platform is 277% more effective at generating leads than Facebook and Twitter
- 80% of B2B leads come from LinkedIn (vs 13% on Twitter and 7% on Facebook)
- The platform generates more than 50% of all social traffic to B2B websites and blogs
- 92% of B2B marketers include LinkedIn in their digital marketing mix
- 79% of B2B marketers see it as an effective source of lead generation

One of the reasons why LinkedIn is so powerful is that it contains huge amounts of company data - industry, size and location, the full names and job titles of people within companies plus how long they've worked there.

With the right approach, LinkedIn is a valuable resource for precision-targeting and sourcing leads while saving money on advertising. It's also excellent for nurturing existing connections until they are ready to buy.

Remember:

When it comes to lead nurturing via LinkedIn, video is just as effective as it is with email. Using video will significantly improve your success rate.

*Hubspot report

DELIVERABILITY

In the previous sections, we talked about the importance of data, and about targeting the right people and then reaching them via a combination of email, video, LinkedIn and outbound calling.

This next section covers **deliverability** - because if prospects aren't receiving your messages, all your marketing efforts will be wasted.

> We start by outlining why emails bounce, share tips on how to reduce bounce rates - and we reveal the secrets of how to avoid ending up in the spam folder.

What is 'deliverability'?

Email deliverability is about more than speedy delivery. While it focuses on inbox placement, deliverability is the science behind this.

It involves domain reputation, clean recipient lists and sender authentication methods. In part, it's about avoiding bounces.

Why emails bounce

Emails bounce for a variety of reasons but provided your lead data is accurate, your bounce rate will stay manageable.

Here are some of the most common reasons why emails bounce:

- The email address no longer exists
- The email address was mistyped
- The recipient's email server is down (temporarily or permanently)
- Your domain or IP reputation is poor

4 ways to reduce bounce rates

1. Watch for hard bounces… and resolve them

Make sure your email outreach tool allows you to keep a close eye on email bounce rates.

The tool should also give you the ability to distinguish easily between hard and soft bounces.

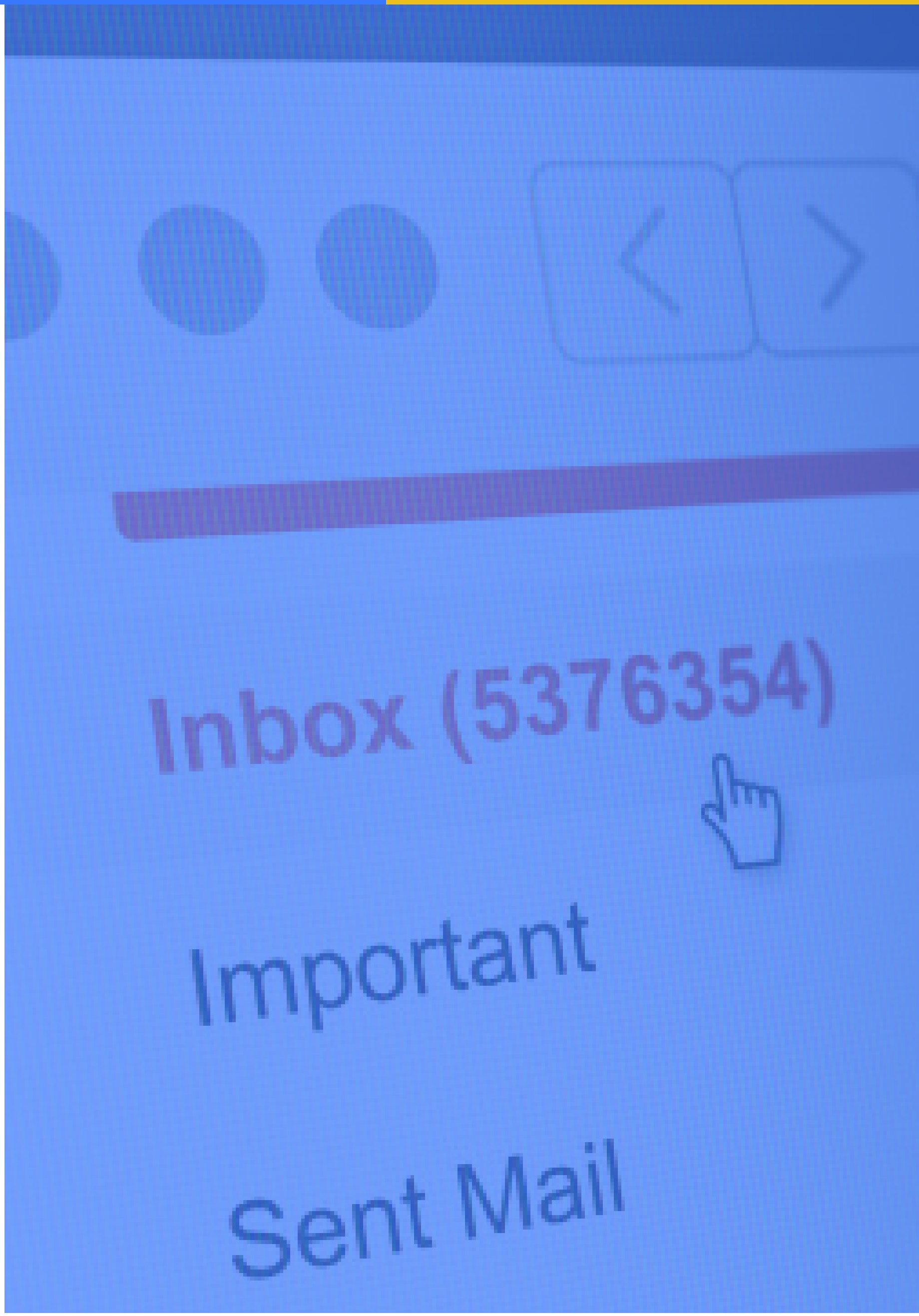
Here's the difference between a hard bounce and a soft bounce:

- A hard bounce is a permanent email delivery failure - e.g. a non-existent email address, the wrong domain, or the recipient's server won't receive emails.

- A soft bounce is a delivery failure for a non-permanent reason such as a full inbox, an overly large email file or temporary problems with the recipient's server.

Always take note of any hard bounces and make sure these email addresses are corrected or deleted.

Additionally, keep an eye on soft bounces. Most email providers will retry delivery several times over a period of a few days - but if the same addresses are coming up repeatedly as soft bounces, it's best to delete them.



2. Gather email addresses the right way

First and foremost, make sure you're gathering email addresses correctly. If you've bought a list, you are guaranteed to have problems - not least, old and outdated addresses.

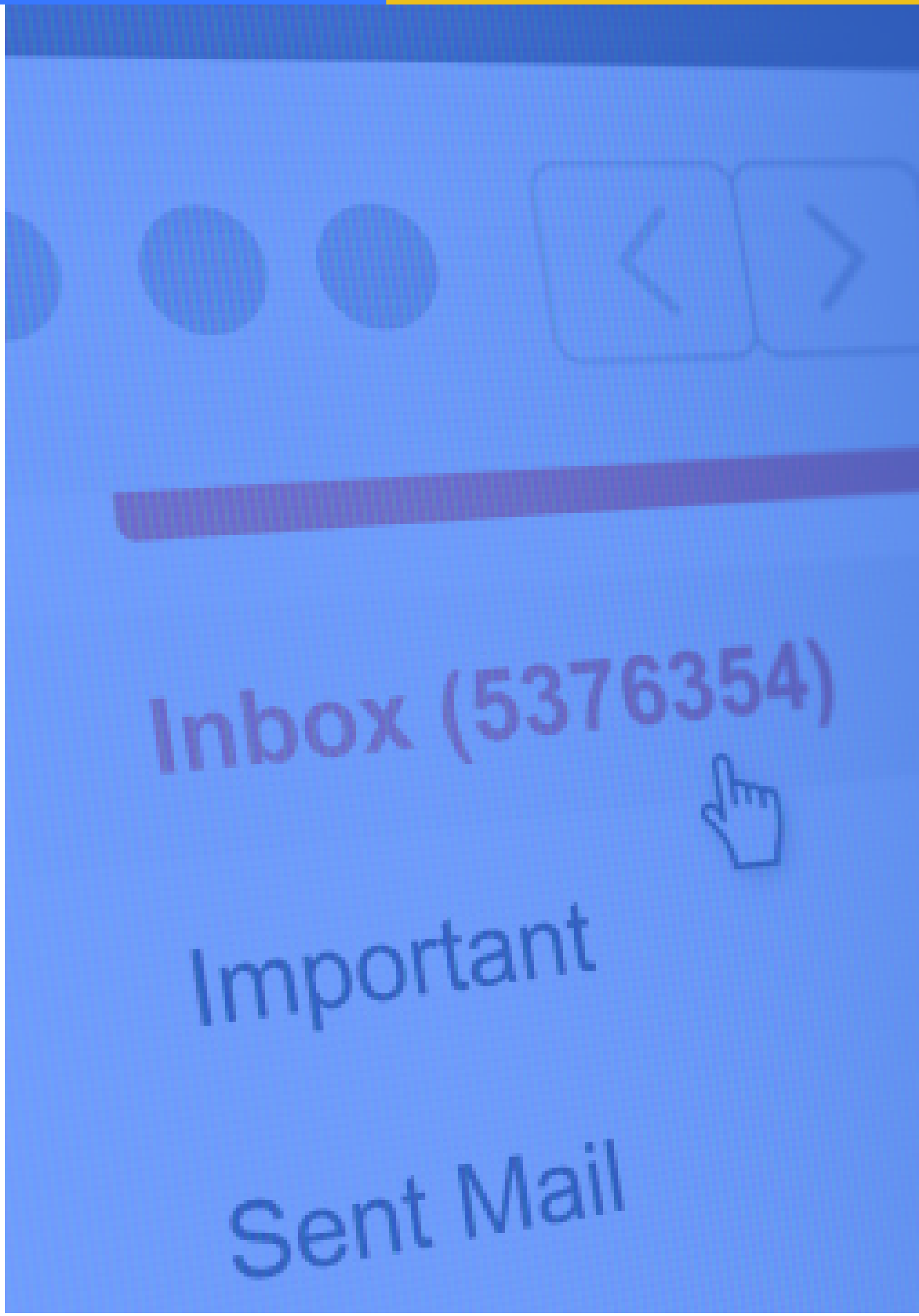
3. Verify (clean) your list

First and foremost, make sure you're gathering email addresses correctly. If you've bought a list, you are guaranteed to have problems - not least, old and outdated addresses.

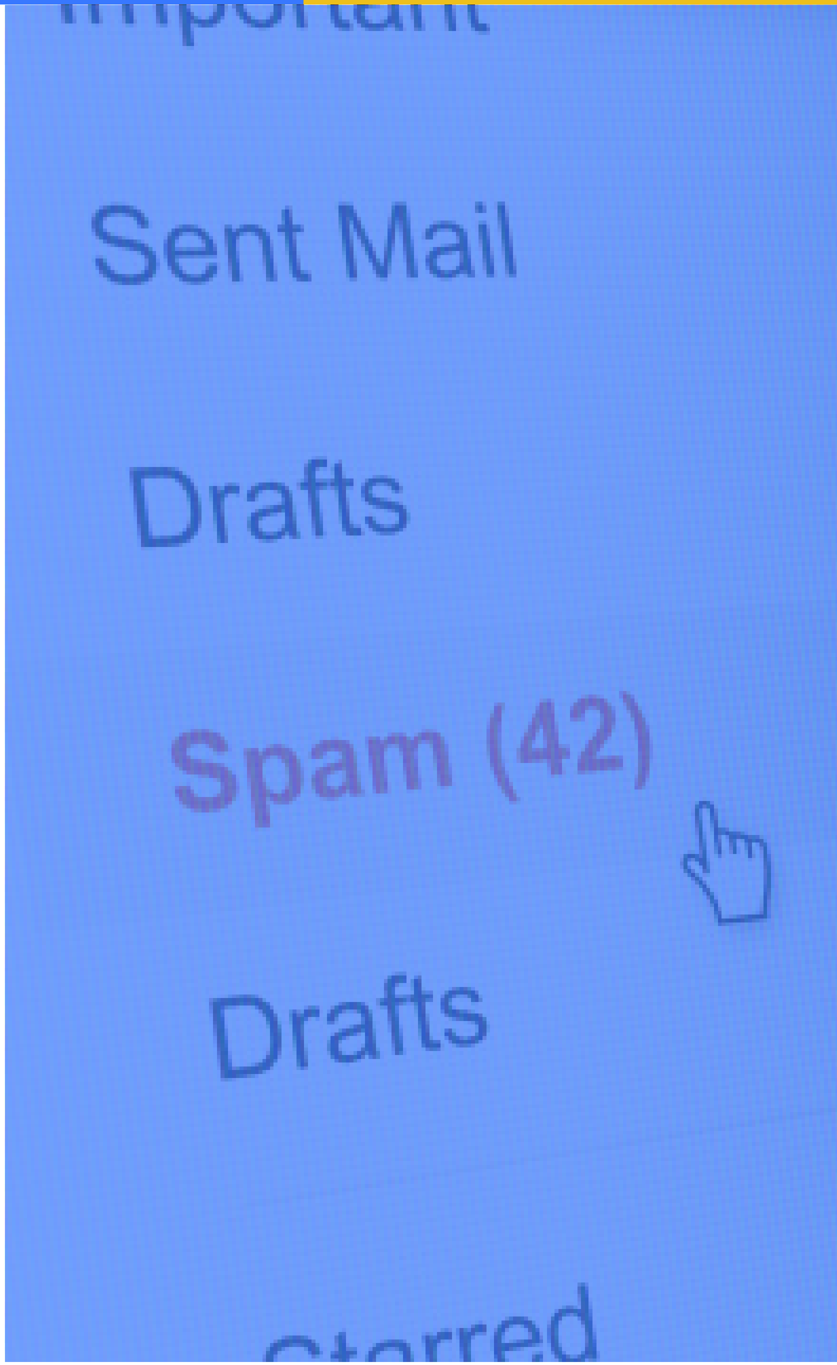
4. Keep your list updated

One of the best ways to update your list is letting email subscribers do it for you.

Make it easy for customers to update their contact information, unsubscribe or update their preferences. Alternately, employ a dedicated team for data cleansing and constant data enrichment.



3 ways to avoid the spam folder



1. Provide value to your recipients

Ultimately, your email outreach goal is not to sell a product, or to motivate an action. Your goal should be providing value to subscribers.

If recipients feel manipulated or sold to without getting anything in return, they will leave—and possibly flag you as spam before they do.

2. Understand spam red flags

Once you know the most common spam red flags, you can do your best to avoid them. They include the following:

- Typos and grammatical errors
- Spammy words and phrases such as "FREE" or "ACT NOW"
- Overuse of exclamation marks
- Unusual attachments
- Poor sender reputations
- Specific types of content, such as nutraceutical products
- Emails with low rates of subscriber engagement

3. Keep your domain reputation healthy

The better your domain reputation, the less likely you are to end up in spam.

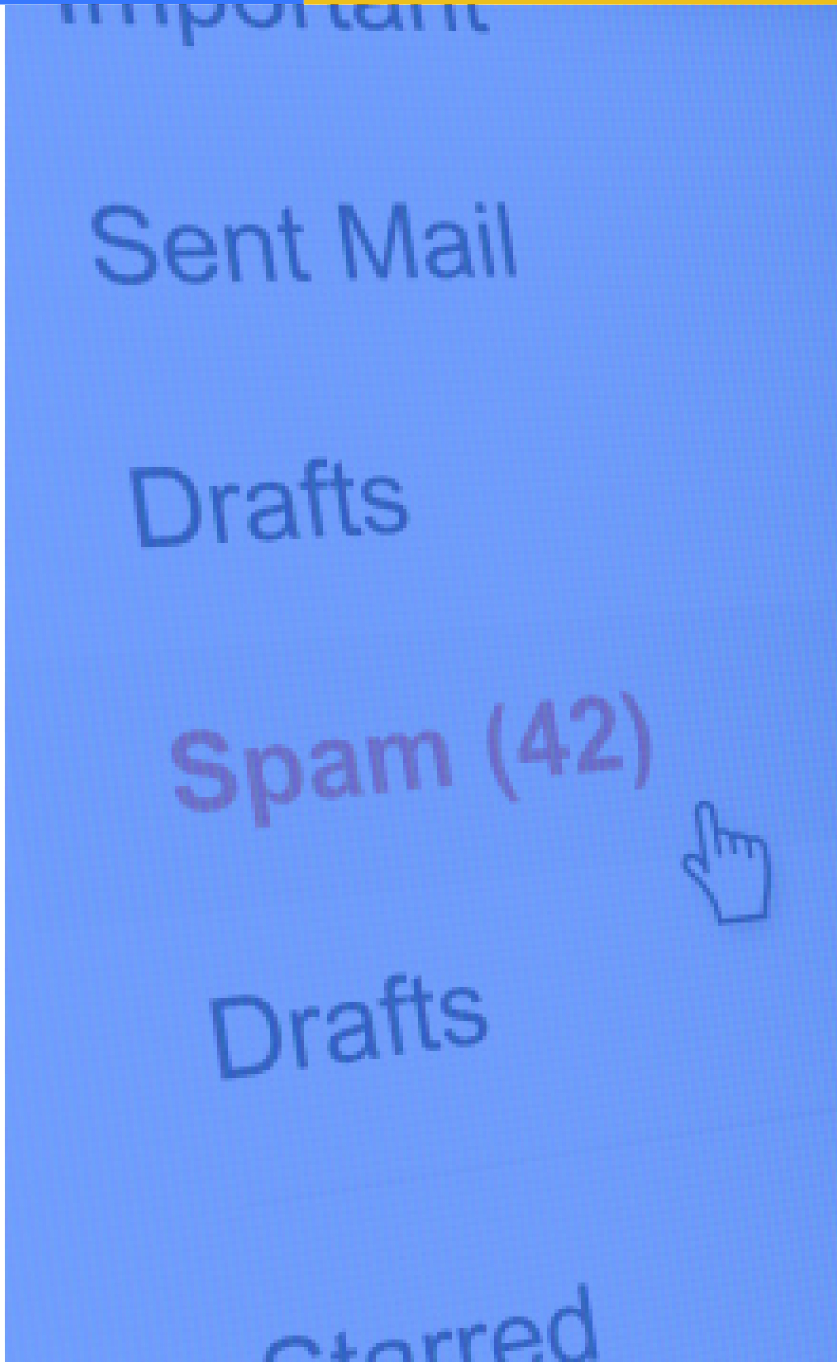
Domain reputation is based on the behaviour of your IP addresses, the number of delivery errors, and the known complaint rate of your domain.

At Growthonics we implement a number of strategies to improve domain reputation and decrease complaint rates. Feel free to ask us about them.

Bounce rate
less than 2%

Open rate circa
30-50%

Response rate
15-30%



CAMPAIGN DEVELOPMENT AND OPTIMISATION

By now, your outbound sales cadence is in place and the campaign has started delivering results. But are those results as good as they could be? There's only one way to find out:

Put them to the test.

A/B testing

The A/B testing process should cover the following:

- Cadence lengths
- Touch points
- Channel alignment
- Gaps between touches
- Content - subject lines, layout, personalisation, format, CTA, sign off

Be prepared for a re-think regarding the targeting of accounts and the title or contact at these companies. There may also be potential for further segmentation of campaigns to focus on more specific industries or service offerings.

You'll be analysing metrics such as open rates, response rates, positive response rates and the types of responses you're receiving.

Once the results have been analysed and a new strategy created, you'll need to A/B test against an existing campaign to get a direct comparison on levels of engagement and positive response rates.

Tips on A/B testing

A/B testing is an ongoing, data-driven process. There will always be room for improvement - whether it's outreach techniques, messaging content or the time of day you send messages.
Here are some tips when A/B testing:

- Conduct just one test at a time
- Test just one variable at a time
- Don't forget to test minor changes
- Measure as far down the funnel as possible
- Split your sample group randomly, but make sure it's the same data set
- Test at the same time

CAMPAIGN MANAGEMENT

Good campaign management is all about having the right outbound SDR team for the work.

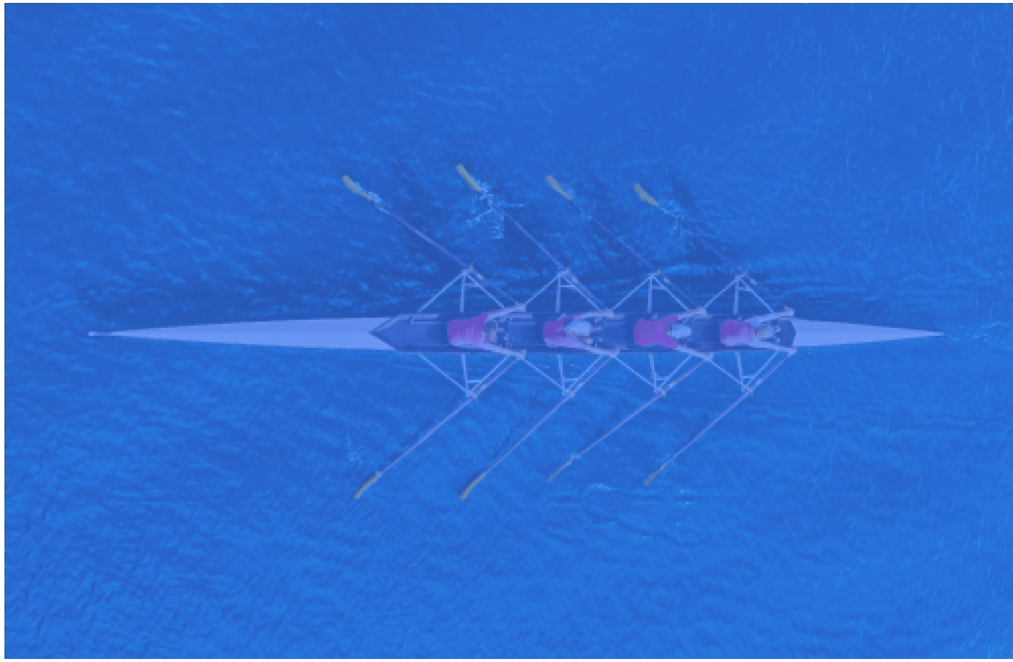
Setting up a team is not as simple as hiring a few people and giving them lists to contact. The next section reveals the secrets of building a great team, and the key people you should employ within it.

Building the team

As a sales leader, your number one priority is consistent sales. Without high-quality leads, that's not possible. And, without an efficient sales development team, you'll struggle to generate a pipeline.

The key to success is **rigorous prioritisation.** When salespeople determine their daily sales activities through prioritisation, they manage more leads - and each lead gets more attention. As a result, conversion increases.

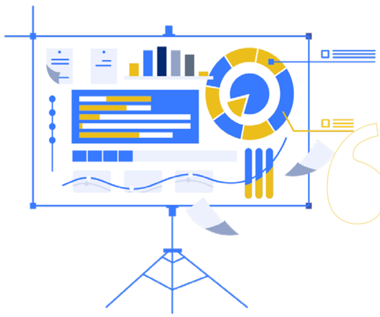
It is not advisable to multi-task roles within your sales team. You need specialists in their individual roles, so an ideal team should consist of the following:



Copywriters

Copywriters are specialist outbound content creators.

They have amassed a vast library of persuasive content for a variety of audiences - all tested and proven to deliver positive customer engagement.



Campaign strategist

Campaign strategists are experts in the processes and techniques of outbound cadence.

They design and execute your custom campaigns through multi-channel outreach - via email, LinkedIn, phone and video.

Data researcher

Researchers deliver a steady stream of meticulously accurate, curated, targeted data.

By focusing on your ICP, they determine the best channels to use and ultimately, provide the power behind sales efforts.

Sales development reps (SDRs)

An SDR focuses on outreach, prospecting and lead qualification.

SDRs don't close business. Their job is to connect with as many leads as possible to determine whether they are a good fit as a customer. SDRs move leads through the sales pipeline.

TECHNOLOGY

Software and technology are crucial elements in sales development, and every company uses its own unique suite of tools.

Sales reps need powerful, reliable systems - CRM, LinkedIn, G-Suite email marketing and more. While some of these tools are costly, they are nonetheless necessary - both for effective engagement with prospects and generating qualified appointments.

4 essential outbound sales tools

1. Automation tools

Sales automation shouldn't be seen as luxury. If you want to save time, reduce errors and ultimately, deliver better results, they are a necessity.

According to a study carried out by InsideSales, administration eats up almost 15% of sales reps' time. That time should be spent focusing on what they're good at - making strong personal connections and closing deals. Meanwhile, the computer can get on with what it does best - tedious, repetitive manual tasks.

When you're searching around for an automation tool, begin by analysing efficiency drains. That way, you can pinpoint where automation will deliver the greatest gains.

2. Outbound Sales CRM

Sales CRMs keep track of your contacts and accounts as well as tracking and logging all opportunities, deals and clients.

Outbound is a complicated, aggregate process. An effective CRM manages much of it for you.

Remember:

Accurate data is the most crucial element of a successful outbound sales process.

Without it, your sales teams will always be at a disadvantage. This is why, at Growthonics, we manually build out data using researchers to ensure high quality data targeting and quality.

3. Data Collection Tools

Sales intelligence tools give you valuable, actionable insight into companies through information such as organisational charts, revenue and up-to-date contact details.

Sales intelligence tools arm your salespeople with the necessary information to be as effective as possible in generating and qualifying leads, preparing pitches and selling.

4. Communication Platform

Obviously, your sales team can send emails using basic tools like Gmail. But they'll get significantly better results with a dedicated communication platform—especially if it includes automation.

These platforms save time, allowing your sales teams to focus on more high-value jobs like closing deals.

OUTSOURCED VS IN-HOUSE

Outsourcing vs in-house is a big decision.

There are many factors to weigh up - but for business owners and executives, it boils down to this:

- Cost
- The return on investment

While the strategy itself is crucial, the costs associated with every element of that strategy will be a game-changer when it comes to the bottom line.

Here are 4 key costs you should evaluate when deciding whether to build your sales development team in-house, or use an outsourced provider:

1. Hiring, salary and other benefits
2. Technology costs
3. Data
4. Hidden costs

In this section, we dive deep into all four of them.

1.1 Hiring, salary and other benefits

Personnel cost is a major factor when choosing between in-house teams or an outsourced provider. There are significant cost differences between the two options.

We've used the example of a Sales Development Representative because an SDR is your most indispensable sales team member- and bear in mind that the most successful organisations have several.

Among the expenses you will incur when hiring an in-house SDR are the following

- Human resources
- Employer payroll taxes
- Benefit costs
- Software licenses
- Training costs
- Administration and management

Given that outsourced providers are also subject to much of the above, why would an outsourced SDR be more cost-efficient?

Here's why:

Outsourced agencies spread the costs of training, onboarding and software across multiple clients. This cuts costs significantly. It also means the SDR is fully up-to-speed before they begin representing your company.

Outsourced providers have access to top software. You don't pay for it. Additionally, you don't pay add-on costs for new hires.

By outsourcing, you get an entire sales development team - not just one SDR.

This is a sample breakdown indicating the cost difference between in-house hiring and an external outsourcing team;
These numbers are based on Glassdoor; The 2019 Bridge Group SDR Report, InsideSales.com, Stated of Sales and MIT HR Study

Number of in-house SDR = 1 VS Outsourced SDR = 1

Baseline SDR Cost £80,469

PHASE	TIME	COST
Hiring	42 days	£3,084
Training & Ramp	3.2 Months	£9,555
Subtotal		£12,639
Base Salary	12 Months	£35,829
OTE	12 Months	£20,185
Technology	12 Months	£2,858
Overheads	12 Months	£8,958
Subtotal		£67,830
SDR Manager Allocation		£17,488
Grand Total		£97,957
Monthly Total		£8,163

Baseline SDR Team Cost £ 42,000

PHASE	TIME	COST
Hiring	10 days	£0
Training & Ramp	Included	£500
Subtotal		£500
Base Cost	12 Months	£42,000
OTE	Included	£0
Technology	Included	£0
Overheads	Included	£0
Subtotal		£42,000
Customer Success Manager		£0
Grand Total		£42,500
Monthly Total		£3,500

Monthly Savings: £4,663

Annual Savings:£55,457

1.2 Technology costs

We've already demonstrated the importance of cutting-edge technology when it comes to sales development. Your sales teams can't do an effective job without it.

The following are examples of annual software fees:

HubSpot £3,615 - £10,846 per user	LinkedIn Sales Navigator £894 per user
SalesLoft £1,626 per user	crunchbase £357 per user

Note:
There will be additional costs for implementation, system integration and training. You will also need to factor in costs for other platforms such as G-Suite, cloud storage etc.

When outsourcing, all software, platform and training costs are included in your outsourcing fee - and as before, these costs are spread across multiple clients. You get the perfect combination of the best leading-edge technology and the best human talent to generate sales.

1.3 Data

Sales cannot be generated without data - and sourcing accurate data is laborious, complex and expensive.

This is why sales managers buy lists.

When it comes to data lists, the old adage 'buy cheap, buy twice' has never been more true. Cheap lists will contain masses of inaccurate, unverified contact information.

Multiple bounces do more than damage deliverability, they also damage your domain reputation. Further, incorrect names and job titles wreck the chances of successful telephone outreach.

Outsourced agencies have their own research teams. They make use of databases, real-time research, multiple validating software tools and human-led resources - and again, the cost of this is spread across multiple clients.

Outsourced research analysts are more than just affordable, they are also time-saving. Analysts provide sales teams with the most accurate leads possible, allowing SDRs to run a more nuanced and targeted sales campaign without wasting time researching prospects.

1.4 Hidden costs - Hiring, Ramping, Managing

Hiring is a time and resource-intensive process. It involves advertising job posts, interviewing candidates and negotiating packages.
The average churn rate of an SDR is 11-14 months. Employing in-house SDRs means that time and money are spent on a perpetual cycle of hiring and training.

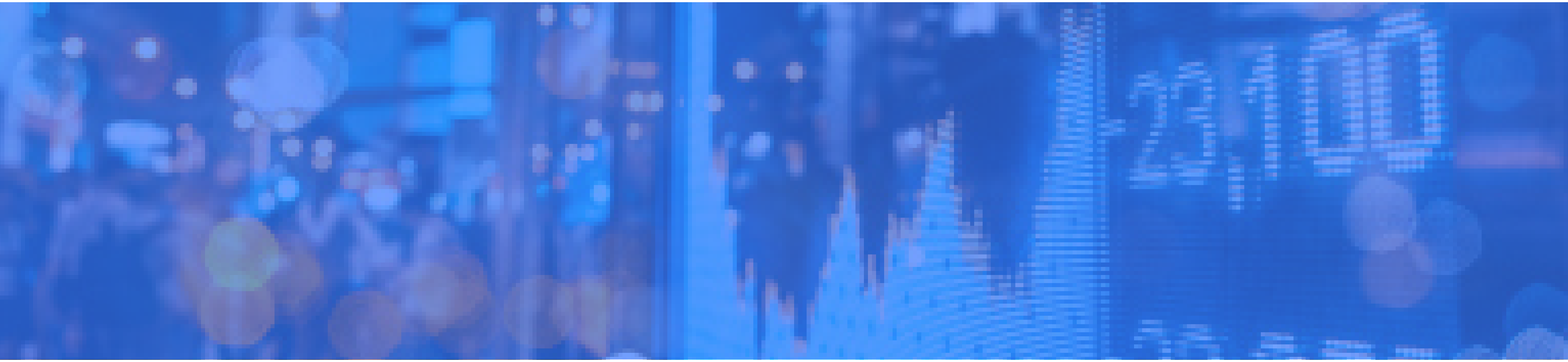
Outsourced reps are ready and waiting to ramp up fast because the hiring and training has already been done for you.

And then there's the time and cost-intensive process of managing the sales team. This includes:

- Coaching and training
- Assessing sales reps and their needs
- Assisting with customer issues
- Enforcing accountability
- Assisting with sales
- Basic administration

Management is a full-time position and, depending on the size of your team, you will need more than one manager. When you outsource, management is taken care of.

Outsourced sales managers are highly experienced at maximising the outbound sales processes in a variety of companies and industries. They understand how to manage people. More than that, they are proven experts at managing the entire sales process.



KEY TAKE-AWAYS

Lead research

- Understand your value proposition from a prospect's point of view.
- Use trigger events to identify suitable companies to target
- Find the relevant decision-makers and their influencers

✓ Accurate data is key to success. Be aware of data erosion, and use data enrichment to ensure accuracy.

Campaign strategy

- Intelligent data segmentation allows you to create bespoke messages for each recipient
- A professionally crafted sales cadence gives you optimum use of multiple channels
- Don't oversell. Remember, this is about outreach and engagement

✓ A single channel is not enough. Provided they are properly designed and executed, multi-channel, multi-touch campaigns will always bring in more business.

✓ Key take-away

Deliverability

- Accurate, verified data is key to reducing bounce rates
- Keep all data up-to-date and avoid buying data lists
- The better your domain reputation, the less likely you are to end up in spam

✓ Always provide value to your recipients.

Campaign development and optimisation

- A/B testing is essential. It should be an ongoing process driven by data
- Use the results for further, more nuanced segmentation
- Test just one variable at a time, and don't forget to test minor changes

✓ There will always be room for improvement. Be prepared for a re-think about your targeting process.

Campaign management

- Prioritise sales team tasks to ensure each lead is given sufficient attention
- Don't try and multitask your sales teams.
- Employ specialists - data researchers, copywriters, campaign strategists and SDRs

✓ By outsourcing sales, your company gets a consistent sales flow and can make annual savings of £55,457.