



Eight Reasons Driving Companies to Outsource



As a business model, outsourcing has been with us for some time but its services are not stagnant. In fact, outsourced offerings continue to advance at a rapid pace – becoming increasingly innovative and more accessible than ever before. For many companies their first outsourcing experience is doomed from the beginning, with many trialling customer service centres offshore or sales training which inevitably fails. Often the problems these businesses looked to solve by outsourcing – so they can invest more time in their core business and drive revenue – end up escalating as they sift through a sea of confusion.

Fortunately, reputable sales experts do open doorways for business owners to:

- A. drive customer acquisition and retention**
- B. gain accountability by outsourcing their sales functions get time back so they can focus on their core business**

Ultimately, the right outsourcing team successfully serves a business by giving them access to tools and insights so they can trial new campaigns, test target markets, and push new promotions, opening up a world of opportunity to grow their market share and increase revenue streams.

The best type of outsourcing partnership does what it's designed to do – sell more and give businesses time back to focus on their core competencies.

Here are eight key reasons why companies are seeing huge benefits:



Growth

According to an HBR survey, 79% of businesses feel outsourcing can help them scale faster. And another 78% report outsourcing both increases sales and leads volumes.

Reduction of the cost of sales

Outsourcing helps trim operation inefficiencies, gain best-in-class sales technology (at a fraction of the cost), cut back on talent costs, and minimises overheads, training, recruitment and compliance expenses.



Gain years of experience instantly

You can shortcut the learning process, partner with highly trained and motivated talent who have worked across multiple industries. Aligning with Leading Edge, for example opens you up to years of shared senior level sales experience.

Promotes greater performance

Greater accountability, paid on results and success. The wider company benefits from success as new insights come in, providing businesses constant business innovation.



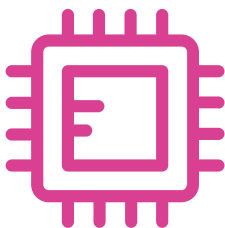
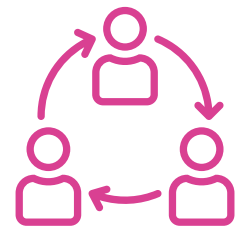


Saves time

Achieve better results, faster as time is freed up for the business to focus on core competencies.

Maximises collaboration

Marketing and sales typically operate in silos. However, a sales partner works cross-functionally. They're more agile and driven as they have access to a holistic view and are paid on results.



Accessibility to high-end tech

Having the latest tools and knowledge on hand can be expensive to shoulder. Outsourcing sales is a cost-effective way to take advantage of the best technology as the experts take on all the heavy lifting.

Greater accountability

Outsourced teams are paid on success, so their skin is well and truly in the game. As a result, you reap stronger results and a commitment to innovation.

