



www.kickstartall.com

When Should Outbound Programs be Outsourced?

by Mary Gospe

Sales and marketing execs often wrestle with the issue of whether or not to outsource the outbound calling function. The answer to this tricky question is "it depends".

Outsourcing the function makes sense for programs that are routine, simple and follow a precise script. Examples are:

- cleansing lists
- profiling companies
- conducting surveys
- registering participants

On the other hand, if sales development is vital to your lead gen engine, you should manage it as a strategic "internal" function. A highly skilled internal team is best for:

- qualifying prospects for complex products and services
- evangelizing new technology solutions
- teaming with outside sales reps to penetrate enterprise accounts
- supporting channel partners

These tasks require reps to have in-depth knowledge of your company and products, as well as the skills to probe, nurture, and close sales prospects. An in-house team gives you the flexibility to test and adjust messages and offers, build a robust database and keep a close eye on training and performance. It also allows you to build strong, trusting relationships that will increase customer lifetime value and revenue.

For more information, please contact Mary Gospe at 650.464.7663 or maryg@kickstartall.com.