

# B2B Inside Sales Solution

We offer clients an inside sales strategy that targets untapped markets and under-managed accounts to unleash lucrative revenue streams.

Our B2B Inside Sales Solution provides clients quick, seamless access to global sales expertise for end-to-end account support. Our dedicated sales professionals nurture the customer relationship and sales opportunities from the early prospecting stages through to the goal of sustaining customer loyalty. Our solution offers clients a way to augment or reduce costly field sales staff and provides online reporting for a snapshot of current sales results and fast campaign ROI calculations.

## **B2B Inside Sales Solution is a proven strategy for clients to:**

- Grow revenue and market share
- Lower the cost of sales
- Improve speed to market
- Enhance market coverage
- Improve field sales productivity
- Improve customer satisfaction and retention

## **Grow Revenue and Market Share**

- Aggressively acquire new accounts
- Establish a trust based relationship with clients
- Tap into the revenue 'sweet spot' of the business client base
- Potentially bundled services offerings

## **Lower the Cost of Sales**

A centralized inside sales team offers a cost effective way to sell in geographically challenged areas and to effectively manage the important small to mid-market accounts.

- Drive sales of niche products without adding field sales resources
- Reduces costly field sales coverage to remote locations
- Real time reporting correlates sales results directly to spend (ROI)

## **Improve Speed to Market**

We have deep industry knowledge and experience and as an on-demand service provider we have the ability to provide services whenever and wherever needed to get to your customers fast.

- Long term customized, bundled packages
- Beat the competition to the market
- Gives clients a competitive advantage
- Selective short term campaigns

## **Enhance Market Coverage**

Inside sales are typically up to 7 times more productive at getting to your customer and non-customer base than traditional field sales.

- Access untapped regions worldwide
- Complement field team efforts
- Manage open territories while field team backfills

## **Improve Field Sales Productivity**

Our inside sales team will help your field sales organization maximize customer face time by supporting lower value sales cycles and providing coverage to geographically challenged markets.

## **Improve Customer Satisfaction and Retention**

- Inside sales team establishes regular contact with customers
- IVR technology establishes customer satisfaction baseline
- Customer satisfaction is continually monitored and reported

## Why a B2B Inside Sales Solution Works

Our B2B Inside Sales Solution uses a consultative, informed selling approach to foster strong customer relationships in areas that may be cost prohibitive for field reps to maintain but offer lucrative revenue streams for your organization. This approach improves customer satisfaction and retention and delivers greater customer lifetime value.

- Inside Sales professionals serve as dedicated account managers
- Regular communication fosters customer trust and collaboration
- We use a “satisfy, then sell” approach

## Benefits of a B2B Inside Sales Strategy

- Speed
- Productivity
- Lower cost of sales
- Accessibility
- Flexibility / Fluidity
- Global reach
- Effective / Efficient Training
- Measurable results
- Improved customer satisfaction

## Inside Sales Solutions

### B2B Inside Sales Services

- Consultative account management
- Lead management
- Reporting/CRM analytics

### Retention and Loyalty

- Program management
- Targeted campaign development
- Reporting/CRM analytics

## B2B Inside Sales Results

### Services Telesales – BPO Outsourcing Lead Generation

Challenge	Solution	Program Results
Lackluster sales	Virtual Sales Executive (VSE) <ul style="list-style-type: none"> <li>• Contact lists input into Salesforce.com</li> <li>• Uncover leads</li> <li>• Handle objections</li> <li>• Ongoing sales training</li> </ul>	5 leads per month per VSE
Too much focus on existing accounts	All information from each call captured in Salesforce.com <ul style="list-style-type: none"> <li>• Maintain territory knowledge</li> <li>• Use in marketing campaigns</li> <li>• Nurture leads for future opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• 600 customer activities per month/VSE</li> <li>• Ongoing training program</li> </ul>

### Health Care Recovery Services Lead Generation

Challenge	Solution	Program Results
Lack of consistent sales results	Xerox deployed an inside sales resource to cover the market and drive leads	5 leads per month
YOY revenue decline	Customer trained the inside sales reps on the recovery services solution including competitors and market trends	Scheduled calls for the field sales team
Ineffective coverage	600 calls/e-mails made per month	Strong database of “who to call”

### B2B Recruiting and Development Program

The B2B Inside Sales Program recruits energetic and driven individuals committed to customer satisfaction and increasing revenue for our clients. The program focuses strongly on:

- Sales technique
- Industry knowledge
- Account management
- Customer satisfaction
- On-going training / skills development

