

B2B Inside Sales Outsourcing Frequently Asked Questions (FAQ)

What services do you offer?

Our mandate is to partner with our clients and build on their behalf an inside sales organization. Our strategic offerings are scalable to the customer's requirements and can encompass all aspects of selling from business development to full sale and fulfillment. In addition to these services, Xerox can provide Customer Service, IT Help Desk or Administrative back office tasks when and if they are required.

How long have you been providing this service?

We began selling product in 1952. Since that time we have had a renowned history for developing world class sales training and has a world class sales force. Our virtual model began in 1998 as an alternative go to market strategy that would augment our direct sales channel and provide profitable revenue growth. We have been offering this service to our clients since that time.

What makes your offering different from the 100's of companies out there providing similar services?

We have proven success in sales and customer relationship management. This expertise combined with a strong history of quality and continuous improvement enables a true formula for success. As your partner, our first step is to fully understand your business and your critical to success requirements. Based on that knowledge, we will source experienced professional sales people, provide the best training and enable them with the right technology and tools. As your strategic partner we will ensure there is alignment on key performance indicators, develop a sound implementation plan and ensure regular operational reporting and communication procedures are established. In addition to scalability, our B2B Inside Sales division can complete a pilot project before full implementation. This process can help ensure success and mitigate any risks prior to a full integration. Our offering is unique in the market and backed by the professionalism and support you would expect from us.

What is your success rate?

Our success will vary by industry and by the role that we play. In one of our engagements we delivered over 1,000 leads in four (4) months which exceeded expectations by over 300%. In all cases we use proven techniques and Lean Six Sigma principles to mitigate risk before it happens. We measure performance and will react to close gaps on both productivity and results measures.

What's included?

If all services are required, our statement of work can include: sourcing and hiring, training, CRM deployment, database sourcing, reporting, sales management, IM and telephony technology including; computer, telephone (and long distance charges), Internet and support as well as facilities costs. The offering will be backed by a sound project plan for implementation, execution and risk mitigation.

What are the benefits of inside sales?

Some of the benefits of insides sales include a lower cost of sales, increased coverage, improved Client satisfaction, improved field and channel sales efficiency, lower field and channel sales turnover and increased revenue and profit.

How can you ensure my brand is well represented?

Unlike traditional tele-marketing services we hire professional experienced sales representatives. Our reps receive training on your products/services and world class client centered selling skills. The employees are expected to be knowledgeable, articulate, courteous, and credible. People buy from people they like. The conversation is unscripted and focussed on generating consideration for your brand.

Can you develop relationships over the phone?

We have had a very successful Inside Sales Operation for over 14 years. Our Stakeholders' investment is continuing to grow and the goal of our model is to evolve to a higher level of virtual sales with a more robust value proposition each year. Our B2B experience is proof that you can develop very strong relationships virtually by phone, by email and/or through the right usage of social media. The basic keys to success are that our reps are provided world class sales training and the right enablement tools. This combined with a clear Sales Management Process leads to low rates of attrition, and "interesting" sales professionals that can engage your Clients, are responsive and can deliver results.

What industries do you service?

Our B2B Inside Sales has experience in the manufacturing, communication, transportation, healthcare and travel industries to name a few.

I already have an inside sales organization, why would I need your service?

We would help drive efficiencies and deliver a return on investment through the additional profitable revenue generated. How this is accomplished would be subject to the development of an agreed upon statement of work based on a sound understanding of your business needs, the right fit scalable solution with an aligned set of defined key performance measures.

I use independent manufacturer representatives and dealers, how can you help me?

In your go-to-market strategy, you compete for mind-share through your sales channel. Our services can provide many benefits in your environment including: strengthening your dealer network through lead generation, growing your dealer network by sourcing new dealers, and accelerating your independent reps performance by delivering dedicated business development leads to them. There may also be an opportunity to replace some of your more challenging coverage with a dedicated inside sales resource. Many industries that have typically sold through a face-to-face model are moving successfully to a virtual model (i.e. Pharmaceuticals). Your coverage model may well be enhanced with a virtual component.

Do I need to commit to a long-term contract?

Our contract terms are very flexible. We make it easy for you to implement a pilot program to test a virtual strategy. Some of our pilot project contracts are for 60 days. At the end of the pilot we would then look at a business case for change and decide what the right next steps are. Our pilots can be short in duration followed by a statement of work that generally reflects a longer term contract.

How can I measure my Return-On-Investment (ROI) for your services?

The only true way to measure your ROI is on incremental profit driven by our services. The real question is how long does it take to measure ROI; and that depends on the length of the sales cycle in your business. Other benefits derived from our work can include: improved customer awareness and satisfaction, increased market knowledge, expanded business intelligence and improved job satisfaction for your sales organization and or channel (that can translate to reduced turnover and lower costs for recruiting, training and mentoring).

How can you learn my product or service?

We hire industry expertise where possible and at the very least, sound business people with strong sales experience. Representing your brand is of the utmost importance to us. Our professional virtual sales representatives are dedicated to their Client and will work hard (with your help) to develop expertise on your industry, your products and/or services and the competitive landscape. They will know enough to be credible prior to calling your Clients and are well versed at engaging potential Clients and then bringing the right Clients together with your sales organization.

What CRM (Customer Relationship Management) tools do you use?

Our B2B Inside Sales team has experience using the most common CRM tools including Salesforce, Siebel and MS Dynamics. We disposition all calls to ensure your database is current. A strong activities and sales management process is key to any successful virtual strategy. Without this, the knowledge to understand sales funnel efficiency and effectiveness cannot be understood. The database helps to optimize and maximize the productiveness of the sales process as we nurture leads and share historical information with other field sales or channel sales resources.

Where are your contact centers located?

We have 160 locations in over 100 Countries. Our services can be offered from North America, Latin America, Europe and Asia; and we support over 20 languages today.

What time zones do you cover?

With our global presence our resources are able to effectively cover all time zones.

Can you provide contact lists for my industry?

We have access to millions of records for most industries. Of course the usage of that information is subject to the law for the protection of information acts as they exist in the geography that we have been assigned. Those lists often provide contact information including direct telephone numbers and e-mail addresses that help considerably when cold-calling. For a nominal fee we can extract a list for you and support uploading it to your database.

Are your inside sales representatives dedicated to my account?

Yes, all our programs have dedicated sales representatives that become part of your team and take pride in representing your brand. The sales representatives will introduce themselves to the Clients as being a member of your organization.

What is your turnover rate?

Our turnover is low and varies by location and market potential. On average, our turnover from inside sales roles has remained at 15% or less annually. Great leadership, great training, opportunity for advancement, open door policies and a culture of continuous improvement assures the employee that our environment is a great place to work and grow.

How does your reporting work and what data can I see?

Our services include reporting. We use the COGNOS report generation tool from IBM. This powerful tool allows us to import the data from almost any system, and through queries and drill capabilities, achieve a view of results that meets our Client's requirements. This view can then be formatted for timely reporting and distribution. Reports are typically created with parameters that generate and deliver them automatically to your inbox at pre-established timeframes.

If I use your service, can I monitor the calls?

Our centers use Verint and Qfiniti desktop recording solutions so we have the ability to record all calls (where it is legal). We can share access to those calls so that you have the ability to monitor the quality of our work.

How do you integrate with existing sales teams?

Our inside sales program has been in operation for over 14 years now; and one of our keys to success is integration with field sales. Just as our inside representatives are trained to connect with your Clients, so too are they trained to connect with your sales team. Credibility comes with time. The sales training that our representatives receive, creates confidence and removes barriers. Field sales partners quickly realize that our virtual sales executives are seasoned sales professionals. Respect will be earned through delivering on what was expected in a timely manner and with a high quality output.

How do you set targets for leads or revenue?

Targets are established with our Clients. We need your support to understand market opportunities and dynamics to effectively establish targets. As partners, in the beginning we will often make an educated estimate and adjust it based on results achieved and lessons learned during the pilot phase of implementation.

I'm very busy, how much time will I need to devote to a service like this?

As Business Leaders we understand the value of time. The intent of our inside sales outsourcing service is to grow profitable revenue for our Clients. Initially more of your time is required to help to set targets, prioritize call lists and to deliver training. Once the program is established (usually within 10 days), we will share reports with you and establish set timeframes for program reviews. The program reviews will provide us with the opportunity as partners to brainstorm and make changes that in time will yield growth. We efficiently integrate with your team and strive to minimize your investment of time. It will be our responsibility to make our program successful.

How much does it cost?

Our cost model has several variations and is scalable and customizable to meet our Client's requirements. Options include a flat rate monthly fee or a base rate plus bonus model. The latter is typical with our lead gen programs once we have worked a program for several months. The final cost model is one of 'pay for performance' and is used in full sale programs where the structure is a 100% commission monthly payout based on sales revenue.

