

The latest “in” trend in Sales and Marketing is Out(Sourcing).

By Dan Wright

The process of outsourcing is ever growing in the business world. Multiple factors have contributed to this including time, money and productivity. The COVID-19 pandemic has also accelerated this due to companies having to cut costs to stay afloat. The 21st century is full of outsourced teams, and there are plenty of reasons why you and your business should consider it too!



The first benefit of outsourcing your Sales and Marketing team is it can help improve your company’s productivity which ties into the benefit of cutting costs. Instead of wasting time juggling multiple tasks at once, outsourcing helps you and your business ease the pressure by managing tasks you least like doing and/or the most time-consuming. Despite the staff costs saved, there is the further benefit of reduced overheads as you will not be paying for the facilities, training, and equipment typically accounted for when hiring in-house. This means

more work force with less cost, what’s not to like!

The flexibility of outsourcing is another reason it is so popular. Instead of being tied down to employee contracts outsourcing allows your company to use the sales and marketing team as and when you need. For example, if the business has a very busy sales month scheduled an outsourced sales team can help meet this temporarily without the implications of a long-term commitment or cost. Outsourcing is incredibly popular today due to this flexibility.

Thirdly, there is the spread of risk. If you do not delegate tasks they will mount up and mistakes will be made! Acquiring an Outsourced Sales Team can help you to spread the workload ensuring there is no build up, keeping your business running efficiently, with less chance of mistakes (especially expensive ones!) and successfully meeting deadlines. This eliminates the implications made from lack of direction and focus due to busy peak times!

Finally, outsourced teams are always there. Picture your marketing manager is pregnant and due to go on maternity leave, you do not have time to go through the employment process in enough detail to get the level of candidate you want. She is also going to need a job to come back to! This is where outsourcing can help, you can use the team for as long as you need and then when your manager is ready to return the project ends! There is no long process of having to let people go, sort out contracts etc it’s a simple process of finishing up with the sales team and passing over the reigns back to the manager in smooth fashion.



To summarise, there are endless advantages for your business when equipped with an effective Outsourced Sales Team. There is the time and money aspect, but also extra benefits such as the ability

to recruit specialists who know your businesses market better than you do! There is a reason outsourcing is ever growing in popularity, it works!