



## Want to be a Sales Superstar?

### Outsourcing your sales and marketing is now a proven alternative to hiring your own sales and marketing team

For most people when they hear Outsourcing they naturally think of call centres and India!

It is now possible to outsource your sales and marketing rather than recruit your own team. IT Based companies can now outsource sales and marketing services such as Telesales, Telemarketing, Appointment Setting, Business Development, Sales Pipeline Growth, Channel Sales, Channel Marketing, Go to Market Strategies and much more!

Outsourcing sales offers a number of advantages over employing your own sales team and the key benefits are:-

- Save on expensive recruitment fees - typically 25-30% of the first year On Target Earnings.
- Save your company money by not paying NI, Tax, Pension, Holiday Pay
- Save time and effort managing your pipeline and sales
- You know what you will be getting as you can speak with other customers
- Outsourcers can offer both "hunting" and "farming" sales
- Can be turned on and off with only a months notice period compared to trying to get rid of a full time employee which can get complicated and is also unfair to sales person
- Helps cash flow because you know what costs will be every month
- You can start from as little as 1 day per week and grow according to your needs
- Outsourcer usually supplies seasoned sales and marketing professionals that can quickly understand your value proposition and start having meaningful sales conversations without the need for scripts
- Outsourcer becomes an extension of your own company and can take on your company identity ie email, telephone number, business cards etc which means that to the outside world they work for your company

There are companies in the UK that can offer this outsourcing service so please consider this as a viable alternative to employing your own sales and marketing personnel.

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