

IS OUTSOURCED SALES AND MARKETING RIGHT FOR YOUR BUSINESS?



VENTURE ACCELERATOR
PARTNERS INC.

Content

Chapter 1

Introduction

Chapter 2

Should a Startup Outsource Sales and Marketing?

- Sales & Marketing Experience
- Have Time & Experience
- Funds For Full-Time Hires

Chapter 3

Reasons Companies Outsource

- Experience
- Flexibility
- Execution
- Cost Effective
- Go Faster
- Challenges
- Better Access to Tools
- More Accountability
- Outside Perspective

Chapter 4

What Aspects Can be Outsourced?

- Sales Rep
- Sales Leadership
- Inbound Lead Generation
- Marketing Leadership
- Marketing Manager

Chapter 5

Things to Consider When Selecting Sales and Marketing Consultants

- Do They Have Experience Working With Startups?
- How do They Create Your Plan?
- Will They Roll Up Their Sleeves And Help?
- Is There A Feedback Loop?

Chapter 6

Keys to Successfully Outsourcing your Sales and Marketing

- The Right Goals
- The Right Strategy
- The Right Sales & Marketing Strategy
- Regular Feedback
- Frequent Measurements
- Skill & Knowledge Transfer

Chapter 7

Outsourced Sales and Marketing Resources

Chapter 8

About Venture Accelerator Partners

Chapter 1

An Introduction to Outsourced Sales and Marketing

Thank you for downloading our Outsourced Sales and Marketing white paper. This white paper will help you gain a better understanding of how an outsourced sales and marketing resource can help your startup develop into the powerhouse it has the potential to be.

Since your time is important and shouldn't be wasted, there are many advantages to seeking some external help, but make sure to do your research before choosing the right team to help you. This white paper will look at:

- Who should outsource sales and marketing
- The advantages of hiring an outsourced sales and marketing team
- Reasons companies look to outsource
- What aspects can be outsourced
- What to look for when selecting outsourced sales and marketing consultants
- How to have a successful engagement

FACT

An outsourced sales and marketing team can help you maintain your company blog.

Companies with an active blog generate 67 percent more leads per month.

-Social Media B2B

Chapter 2

Should a Startup Outsource Sales and Marketing?

Outsourcing is nothing new for startups; in fact it has proven to be an extremely beneficial tool for saving time and money, and helping a business grow.

Here are a few ways that your company can benefit from hiring a part-time outsourced sales and marketing team.

Sales and Marketing Experience

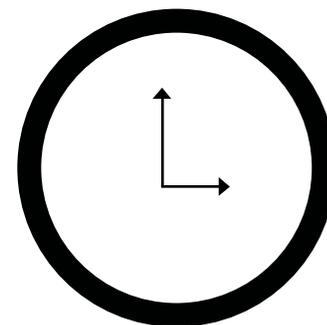
Part-time services can help you go faster with a great plan, and are flexible enough to help your organization pivot as your product pivots as well. The outsourced team will be able to tackle those tasks that you are putting off, such as creating downloadable assets and updating your company website.

Reduced Onboarding and Training Burden

Running a startup can keep you extremely busy with development challenges, financial issues, operations, human resources, and sales and marketing. Bringing in an experienced sales and marketing consultant can help you use your time more effectively as part of the sales and marketing cycle.

Funds For Full-Time Hires

Hiring experienced full-time sales and marketing talent can be extremely expensive for a startup. Additionally, often times the best marketers and salespeople aren't willing to take on the unique challenges that working in a startup presents. A part-time sales and marketing arrangement is a great way to tap into the expert resources you need to grow your business without the full-time headaches.



FACT

A sales and marketing team can help you maintain your social media channels, if you can't find the time.

78% of small businesses attract new customers through social media.

- Relevanzao

Chapter 3

Reasons Companies Look to Outsource

Experience

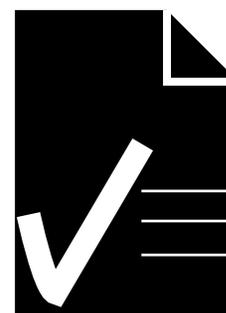
There is no denying that entrepreneurs are passionate about what they do. However, passion and experience are two very different things. Many startup founders and entrepreneurs tend to lack applicable sales and marketing experience, a significant drawback to scaling a business quickly. In the early days when you're trying to gain users and customers, experience matters.

Flexibility

A part-time sales and marketing resource can adapt their engagement to your unique business cycle. At VA Partners, we frequently trade engagement time between sales and marketing resources, depending on the priorities of our client.

Execution

Entrepreneurs are busy people. The "founder" job description is almost mythical and includes such responsibilities as product development, hiring staff, and raising money to fund expansion, in addition to many other vital tasks. Because of this, generating revenue is often overlooked. A part-time marketing and sales resource should bring the focus required to keep revenue as one of the highest priorities.



TIP

Hiring a part-time sales and marketing team doesn't mean you will lose control of your company, it means you will have more time to focus on other important aspects of your business.

Chapter 3

Reasons Companies Look to Outsource

Cost Effective

Perhaps the biggest benefit of part-time resources, part-time sales and marketing staff is that it will cost your business much less than a full-time resource. When you embrace the power of part-time sales and marketing, your organization can typically get access to experienced resources for less.

Go Faster

An extra fractional resource should help your startup move faster in the short term and become more agile and adaptable in the long-term. While you are busy making connections and building relationships with potential clients, your outsourced team is working hard to get you your next lead or updating your social media pages.

Challenges

Many entrepreneurs have never managed or hired sales and marketing reps. It's a very different hire than a tech team hire. Once the new employees have been hired, it's important to plan ahead to be effective. This process can take a lot more time and expertise than the entrepreneur may have. A part-time executive can solve this problem by taking on tasks that you don't have the capacity for.



FACT

B2B organizations with tightly aligned sales and marketing operations achieved 24% faster three-year revenue growth, and 27% faster three-year profit growth.

- **SiriusDecisions**

Chapter 3

Reasons Companies Look to Outsource

Better Access to Marketing Tools and Tactics

Outsourced sales and marketing teams are in the know when it comes to the newest and best marketing tools. They will be able to assist your business with getting set up on the most popular social media platforms and help track your growth.

More Accountability

Once your outsourced resource has developed a plan that you are both happy with, it will be up to the outsourced team to start putting the plan into action. You will be able to focus your time and energy into other areas of your business that need your personal attention.

Outside Perspective

The outsourced resource has worked with a number of businesses, which means that they know what works, and what doesn't. They will be able to assist you in developing a plan that will help drive revenue and create brand awareness. Sometimes new business owners can have big dreams that aren't necessarily realistic. The outsourced team will be able to keep you on track and give you advice on how to achieve your big business goals, or at least a more realistic version of them.



TIP

You can never be too organized. Ask your vendor to have a monthly report sent to you, tracking your company's growth. This can include website analytics and social media interactions.

Chapter 4

What Aspects Can be Outsourced?

For a startup, there are always more things that need to be done than there is time to do it. Here are 5 areas where an organization could leverage sales and marketing outsourcing.

Sales Rep

It is important for the leaders of an organization to guide their company through the early sales. This is essential learning for leaders that can help define the solution and the key selling points. After those initial sales are closed, it may make sense to bring in a part-time sales resource. This resource can help qualify inbound leads, do the follow-ups, send emails, update the CRM, follow-up on contracts, and all of the other activities associated with sales. This extra sales rep can be a huge productivity saver for startup leaders.

Sales Leadership

For an organization to have success in the short-term and then turn that into long-term success is a difficult undertaking. This is especially true when the organization starts to grow the sales team. You need to hire the right sales people, employ the right resources, ensure a great communications plan is in place, and that proper processes are there for the team to be successful. Growing a startup sales team is a very challenging task.

Inbound Lead Generation

This is a newer and more holistic view on marketing activities. One of the main goals for the marketing team is to create a process that drives inbound leads. Inbound lead generation can be a mix of content marketing, social media, email newsletters, SEM, and SEO. One of the keys to inbound lead generation is consistency of efforts. This is where an outside party can help keep you on track.



FACT

An outsourced sales and marketing team can assist you in creating a content plan to help you stay organized.

When sales and marketing teams are in sync, companies became 67% better at closing deals.

- Marketo

Chapter 4

What Aspects Can be Outsourced?

Marketing Leadership

Marketing is necessary for an organization to be able to provide the right information, at the right time, and to right prospects. Creating a marketing strategy at the start of your sales and marketing efforts, measuring it, and then tweaking it is very important. A senior marketing resource can work with your company leaders to define that marketing strategy and provide expertise about the best messaging and marketing tactics to be used.

Marketing Manager

There are many different marketing tactics that can be employed by a startup. This could be project-based or one-time events like a web site update, event support, or creating deliverables. There are also many ongoing tasks like social media, content creation, website updates, SEO, and other adhoc activities. Some or all of these tasks can be done by a part-time resource or outsourced firm.

As a startup, there are many activities that need to be accomplished to move your business forward. You and your team may not have the experience or time to do it yourself. An outsourced sales or marketing resource may be what is needed to help keep up revenue generation momentum.



TIP

If you are looking to increase your inbound leads, try creating downloadable assets like guides and white papers. It's a great way to collect contact information.

Chapter 5

Things to Consider When Selecting Sales and Marketing Consultants

There are a number of elements you should consider before choosing sales and marketing consultants to work with you. It's important to do your research and make sure that they fit the following criteria.

Do They Have Experience Working With Startups?

Before you hire an outsourced sales and marketing team you want to do a little research on the company. Have they worked with startups before? If so, do they have experience working with companies like yours? How will they benefit your company? What are your desired outcomes? Will they be able to help you reach those outcomes?

How Do They Create Your Plan?

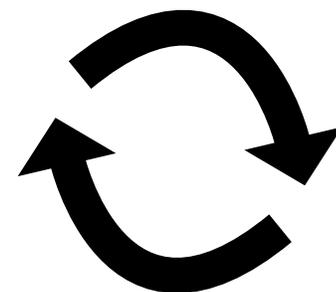
The ability to quickly understand your business and solution and create an effective plan is not an easy thing. Understanding how the sales and marketing consultant prepares their strategic plans is a key barometer for success and helps to shed light upon their processes and how they work. The biggest disconnect we often see are overly complicated and expensive plans that are impractical and far too hard to roll-out. Reaching for the stars is great, but a good sales and marketing consultant will help keep your feet on the ground and deliver real results.

Will They Roll-Up Their Sleeves And Help?

There's a big difference between advice and execution, and rhetoric does not equal results. Many times, consultants will happily provide advice but don't work to help implement their advised strategies and tactics. In all likelihood, if the plan doesn't work, it wasn't executed well. Make sure that any sales and marketing consultant is willing to provide both strategic and tactical support.

Is There A Feedback Loop?

Startups and growing firms are often forced to pivot their solutions, which can drastically affect sales and marketing plans. A good consultant will establish a well-oiled feedback loop that enables all sales and marketing tactics to be understood and tweaked over time.



TIP

Work with the outsourced resource to set monthly goals for your business. These can include writing weekly blog posts or increasing your social media following, making phone calls or scheduling meetings.

Chapter 6

Keys to Successfully Outsourcing Your Sales & Marketing

If you're like a lot of entrepreneurs, you may struggle with sales and marketing because of a lack of time, a lack of resources, or a lack of experience. That's why many startups are increasingly outsourcing sales and marketing functions to companies that specialize in providing part-time sales and marketing services.

The Right Goals

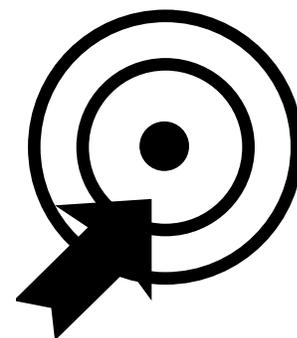
It's important that the company and its outsourced provider have the same expectations for the engagement. Setting activity, revenue, and/or user-base growth targets from the outset will ensure that both parties are on the same page with the same goals from day one.

The Right Strategy

At the beginning of any outsourced sales and marketing engagement, a strategic review should be one of the very first steps. A strategic review (or a session to help develop new sales and marketing strategies) will help set expectations for the engagement, but it's also an opportunity for both parties to ask questions and ensure the resources are in place to achieve the goals for the engagement.

The Right Sales & Marketing Tactics

There are many sales and marketing tactics that can be selected, but what matters is the right ones. Once you've settled on the right tactics, it's important to carefully define how your tactics will be executed and who will be responsible for each aspect of the execution, such as how the website updates will be made, who will handle social media, who will provide approvals, and so forth.



FACT

73% of organizations have someone in place to oversee their content strategy.

-Top Rank Blog

Chapter 6

Keys to Successfully Outsourcing Your Sales & Marketing

Regular Feedback

For growing companies, getting regular feedback on sales and marketing efforts is key. The ability to stay aware of customer feedback and integrate it into the decision making process can make or break a startup. Ensuring there is time set aside for both regular and adhoc feedback throughout the engagement can help to ensure success.

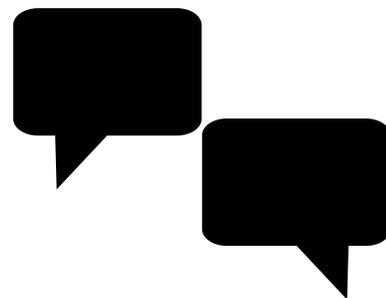
Frequent Measurement

Sales and marketing activities must be measured and linked back to pre-set targets and ultimately your revenue – any activity that can't be linked to a target or revenue growth is ultimately a waste of time. Ensure any outsourced provider has the capabilities to provide regular feedback on how the engagement is proceeding.

Skill and Knowledge Transfer

A primary reason to consider an outsourced sales and marketing provider is that their skills and expertise typically aren't present within your company. One of the lasting legacies of the engagement should be that full-time members of the startup understand the sales and marketing strategies and have the processes, tools, and tactics in place to allow them to be successful in the longer term.

Embracing part-time or outsourced sales and marketing is a big decision for any startup or growing company. However, with the right provider, your company can have a rewarding sales and marketing experience that can help dramatically accelerate growth.



FACT

68% of B2B organizations have not identified their funnel.

- MarketingSherpa

Chapter 7

Outsourced Sales and Marketing Resources

Looking for great information including: blog posts, monthly newsletters and articles to keep you informed? Here is a list of our favourite sales and marketing strategy resources.

MaRS Library

The **MaRS Library** offers a number of references related to sales and marketing. You can look here for useful articles, reports and videos.

Entrepreneur

Entrepreneur is a great outlet if you are looking for up-to-date sales and marketing articles from some of the best in the industry.

Rocket Watcher

April Dunford provides great sales and marketing advice via her blog, **Rocket Watcher**.

Mark Evans

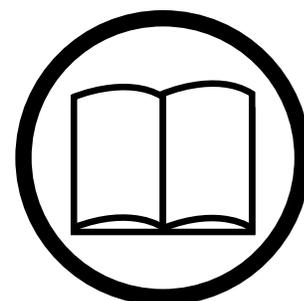
Mark Evans is an extremely useful resource to gain a better understanding of the important role sales and marketing plays in the startup world. His blog is updated regularly.

Sales and Marketing for Canadian Startups

A LinkedIn Group, **Sales & Marketing for Canadian Startups** allows you to participate in discussions on sales marketing as they apply to startups.

Venture Accelerator Partners

You can find new blog posts every Tuesday and Thursday on VA Partners' website. These blog posts focus on sales, marketing and social media. To stay in the loop on the latest sales and marketing news be sure to subscribe to our **newsletter**.



FACT

Social media is a great tool to share your content with others. An outsourced sales and marketing team can help you to utilize social media effectively.

SMB marketers identify the top three benefits of social media marketing as increased exposure (89%), increased website traffic (75%), and access to marketplace insights (69%).

-eMarketer

Chapter 8

Venture Accelerator Partners

At Venture Accelerator Partners, we focus on helping growing businesses with their sales and marketing efforts. We have more than 40 years of combined experience helping businesses grow faster and reach their full potential.

Our outsourced sales and marketing expertise has allowed us to:

- Drive 150% increase in visits for a web development firm in the most recent quarter.
- Implement a sales strategy that resulted in 50% increase in revenue per sale
- Drive \$300,000 in added web solutions revenue, working six days per month for a tech startup
- Create a \$1.2 million annual annuity stream providing part-time sales and marketing for a financial services company
- Grow a finance company's customer base from 2 to over 50
- Inbound lead generation for an environmental services company, resulting in 10 to 15 leads a month with a 75% close rate.
- Found over 200 leads a year through social media for a workplace design and services firm.
- Help a healthcare app sign-up approximately 100 new users.
- Content marketing driven growth in inbound leads from 2 per month to over 50 per month.

If you are interested in outsourcing your sales and marketing please get in contact with us by emailing info@vapartners.ca.



VENTURE ACCELERATOR
PARTNERS INC.

Contact Us

For more information on VA Partners please find us at:

www.vapartners.ca

Email: info@vapartners.ca

Twitter: [@vapartners](https://twitter.com/vapartners)

LinkedIn: www.linkedin.com/company/venture-accelerator-partners-inc