

# B2B

## LEAD GENERATION AND CLIENT ACQUISITION **TRENDS REPORT**

The Outbound Sales Development  
Secrets Forward Thinking Sales &  
Marketing Teams Leverage To Get More  
Qualified Opportunities & Higher Paying  
Clients

# INTRODUCTION

**Without leads and sales opportunities no business or organization can survive.**

The problem is that too many sales teams are not well equipped to generate enough quality sales opportunities to grow every quarter.

After nearly a dozen years working with thousands of businesses and sales teams across just about every industry, we've condensed our experience and the most impactful third party research for one reason:

*We want to help you make smarter decisions about where to focus your resources in the coming year by looking at real-world data from the top-performing lead generation and sales organizations in the world.*

For decades, marketing and sales teams have used high-volume outreach tactics to drive revenue OR they've sat around waiting for inbound leads and referrals.

But things are changing. The old way of doing business doesn't cut it these days.

The rise of new communication methods and endless software solutions has only escalated the competition to all time highs.





And what the high-volume or churn-n-burn approach has led to is more frustration as lead quality and closing percentages plummet.

Buyers have changed. They are more sophisticated. They are more discerning. And with so many offers being presented to them online, trust (for many) has become harder to win.

## **So What's The Solution?**

This report will identify 6 key trends that have enabled some of the most forward-thinking sales and marketing teams to streamline their sales development processes, improve their relationships with their target market, and most of all drive more revenue.

Before diving into the secrets that these high-performing teams rely on, let's clarify what "Sales Development" actually is.

## **Sales Development**

Sales development is not the act of closing a deal, but rather the development of the sales opportunity.

In other words, sales development sets the stage to attract, warm up, deliver and vet quality leads **BEFORE** handing them over to the sales rep for the close. It's simply developing the opportunity and most often includes activities like prospecting, lead generation, appointment setting and more.

**Sales development creates the opportunity.**

**Sales closes it.**

# WHY ARE FORWARD-THINKING B2B BUSINESSES INVESTING MORE THAN EVER IN THEIR SALES DEVELOPMENT?



# THREE REASONS:

## #1 More Consistent Flow of Quality Leads

With a robust sales development program, you have the ability to hand pick your leads, and ensure that they are the right leads for your business. This is what we like to call the harpoon approach, where with a harpoon (as opposed to a net), you're forced to aim carefully for the exact fish you want.

Account based marketing is like this as well, where you target specific prospects and nurture them to make a sales appointment.

With this approach you protect your sales team's time through human qualification. Meaning your sales reps will only take appointments, demos, or consultations with quality leads worth speaking with.





# THREE REASONS:

## #2 New Strategies to More Efficiently Build Long-Term Relationships with Your Best Prospects

Most sales development & lead generation focus on the short term as they burn through lists of cold prospects. But if done correctly sales development will become a long term, scalable asset you can rely on to deliver sales opportunities over and over again as you focus on relationship building instead of simply being intrusive.





# THREE REASONS:

## #3 Reliable Way to 'Future Proof' Your Business

Without a reliable and concentrated way to create sales opportunities your pipeline will begin to dry up in a hurry the moment something does not work. Sitting around waiting on referrals and inbound leads alone is dangerous and lacks predictability. Events are expensive and rely on the event host for quality, and many sponsorships or traditional advertising is more appropriate for branding than directly driving revenue. You could wait for your sales team to do lead generation work but that just leads to frustration and work not getting done; they've got better things to do. Like closing.

Instead, having a proactive system in place to consistently generate sales opportunities allows for better forecasting, realizing goals, and achieving business growth.



# WHAT TO EXPECT IN THIS REPORT

## 6 Major Trends

The six major trends that we'll uncover has come from years of experience on the front-line working with entrepreneurs and marketing and sales executives committed to taking control of their lead volume and sales pipelines with the help of LinkedSelling.

You'll learn how companies of all sizes can improve their lead quality, better allocate their resources and develop stronger relationships with their prospects built on trust



## But first... who is LinkedSelling?

LinkedSelling is a team of the world's top lead generation and sales development experts - and your digital marketing and sales development partner. We are focused solely on getting your sales team enough opportunities to close high-value clients so that you hit your sales goals every single month.

Founded by Wall Street Journal bestselling author & CEO, Josh Turner and President, Ben Kniffen, LinkedSelling has developed & refined the relationship-focused lead generation system that we've implemented for thousands of clients in just about every industry you can think of.

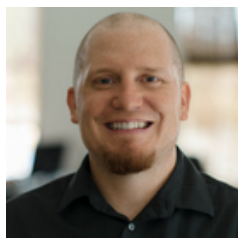
Our clients have generated over \$1 billion dollars in new revenue from the leads attributed to our system and they've shaken up the industry.

## The world has noticed

- An Inc. 5000 company four years in a row
- An Entrepreneur 360 company two years in a row
- Featured in over 40 major publications and books
- One WSJ best-selling book
- Two Amazon best-selling books
- A STL Small Business Monthly Future50 company
- Top 30 most inspirational entrepreneur by InsightSuccess
- Recognized globally as leading experts in generating sales appointment through LinkedIn™, Facebook, email, and phone campaigns

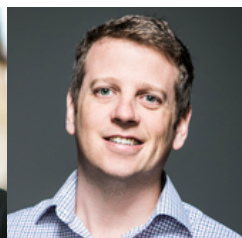
**Ben Kniffen**

President,  
LinkedSelling



**Josh Turner**

Founder & CEO,  
LinkedSelling







# IN SHORT:

**This report reveals tips, strategies, and important considerations from the B2B sales and marketing teams who have cracked the code on their outbound lead generation and sales development.**

The result is a well-oiled machine that allows companies to turn strangers into friends > friends into prospects > prospects into sales appointments > and sales appointments into paying clients.





# PART 1

## Multi-Channel Strategies Break Through The Noise

# MULTI-CHANNEL STRATEGIES BREAK THROUGH THE NOISE

You know that you shouldn't "put all your eggs in one basket", especially because as so many businesses have learned with the Google and Facebook changes over the years, if you're over reliant on one channel, any single change can affect your entire business.

That alone is reason enough to consider using multi-channel campaigns but it's not just related to the fear of change. The real driver of including as many channels as possible in your outreach to prospects is based on the habits of those who succeed.

**Over 80% of high-performing sales teams use at least three marketing channels and create at least 15 touchpoints per prospect.**

Why are so many of these teams taking a multi-channel approach? Because they've learned that showing up in your prospects preferred channel is how you break through the noise.

Internally, we call this **"Operation: Be Everywhere."**

Why should you "be everywhere"? It comes down to opportunity cost: You risk sales opportunities if you are not connecting with potential prospects via multiple channels.



# The Right Message At The Right Time In The Right Place

Understanding the channels you incorporate into your marketing mix and how they work together to create a sum that is greater than its parts and allows you to engage with your prospects via the channel they prefer, at the time they prefer, and with the right messaging.

Although it goes against conventional wisdom...it's actually been proven to be untrue that humans have a shorter attention span these days.

But what has changed is the amount of stimuli fighting for your prospect's attention in the first place. Marketing messages and ads are produced at an historical level.

## The Average Human Sees

**5,000** ads, marketing messages, and emails every single day.

TL;DR: Your prospects are overwhelmed.

In other words, right now it is easier than ever to get your brand in front of your prospects but harder than ever to capture their attention due to the severe level of competition.

So how do you stand out? How do you turn their overwhelm into an opportunity for how you'll approach your prospects?

Read on in the report to find out the other trends that will allow you to stand out...



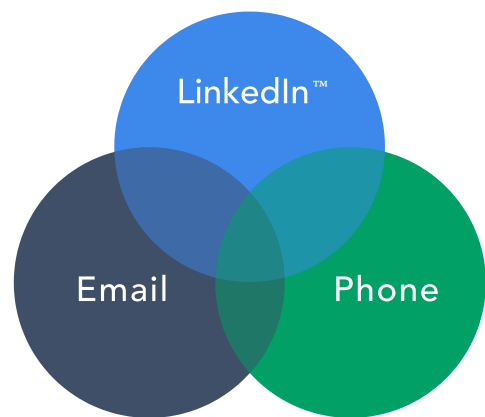
# MULTI-CHANNEL STRATEGIES BREAK THROUGH THE NOISE

## The Best Places To Start

If you want to stand out and cut through that noise, knowing where to start is key.

For most businesses, “Operation Be Everywhere” may not be feasible. Being everywhere takes resources. While you might not be in a position to be everywhere at once, focus your efforts on the most relevant platforms.

There are three places we recommend you dominate before you move on to other channels:





# SO WHY DO TOP PERFORMERS TURN TO LINKEDIN™?

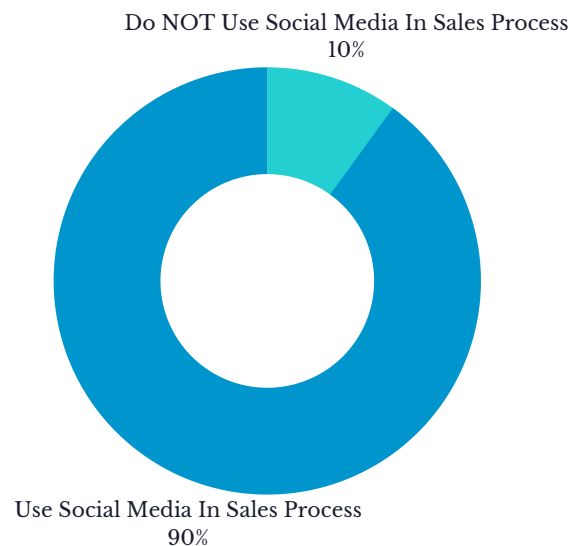
LinkedIn™ is the #1 social media platform for lead generation and sales development.

It's a goldmine for prospectors and is constantly improving with updates and positive changes to the platform that make it the perfect place to find, engage and convert your prospects.

## Did You Know?

That 90% of top-performing sellers use social media in their sales strategy?

That is a huge amount of people turning to social media in order to find leads and grow business, but there's more.



Recent studies also identified that roughly 80% of all social media leads for B2B Marketers come from LinkedIn™

**80%**  
OF LEADS  
SOURCED

Through Social Media For B2B  
Marketers Come From

**LINKEDIN™**

## Your Clients Are There

43%

of LinkedIn's 630M+ members are in a decision-making roles.



Research firm, Replicon, found LinkedIn™ messages generate an

**11x better**

response rate compared with other methods.

74%

of B2B buyers do half of their research online before they buy according to Forrester Research.

With LinkedIn™ being the words #1 social network for business you better believe they will find you (and your team) on LinkedIn™.

The results don't lie: Again, 80% of leads generated through social media by B2B marketers came from LinkedIn™.

The background of the slide features a soft-focus photograph of dried, light-brown flowers with small buds on thin stems, positioned in the upper right. In the lower right, a white ceramic cup sits on a matching saucer. The overall lighting is bright and airy, with a white surface visible at the bottom.

# THE MAIN TAKEAWAY?

If you or your team are not actively building relationships with prospects on LinkedIn™ through strategic outbound message and content marketing then you are missing out on a huge opportunity.

# EMAIL MARKETING IS ALIVE AND WELL

Many “thought leaders” will claim that “email is dead” due to over saturation, but there’s a reason that hunters and closers still rely heavily on email.

The truth is email as a sales tool isn’t dead. Far from it.

According to Outreach.io, email is

**40 times more effective**

at landing new customers than Facebook and Twitter combined.



But the evidence shows that email marketing is changing as we’ll detail further in the report. As the person responsible for setting your sales strategy, you need to know how to take advantage of the new standards for email campaigns.

Rest assured that professionals still use email as a primary channel for communication meaning there’s a way to tap into the power of that channel.

**87%**

OF B2B  
MARKETERS

Use Email Marketing to Generate  
New Leads

**31%**

OF B2B  
MARKETERS

Cite Email As The Channel That  
Has The Biggest Impact On  
Revenue



A broken lightbulb with shattered glass on a black background. The glass is fragmented into many sharp, white, and grey pieces scattered across the dark surface. The base of the bulb, which is a silver-colored metal screw-in base, is visible in the lower-left quadrant.

# MYTH BUSTED!

Email is NOT dead. In fact, it's one of the best ways to build a business relationship with your prospects... if done the right way.

# BELIEVE IT OR NOT, PEOPLE STILL TALK ON THE PHONE :)

## Did You Know?

40% of salespeople say the phone is the most effective sales tool at their disposal.

What about using the phone for lead generation and sales development, not just for the actual sales call?



Having your reps call prospects to set an initial sales appointment accelerates the relationship as giving a voice to your message (rather than only relying solely on digital messaging) generates more trust.

When your team implements phone outreach into their approach to relationship development with prospects, their leads show up to the actual sales appointment vetted and with more trust built from the first interaction.

## Why Is The Phone Still So Effective?

### Attention

When a prospect is on the phone it is one of the only channels that you have their undivided attention.

### Trust

Communication studies have shown that tone of voice alone can be responsible for up to 38% of a person's decision of whether or not to trust you.



# SCALING UP FOR GROWTH

Have a large sales force or want to grow even faster?

Social media advertising (*particularly LinkedIn™ and Facebook for B2B*) is a great solution to quickly scale your efforts and generate warm lead lists for your reps to contact.

Combining paid social ads with LinkedIn™ outbound messaging, email, and phone will give you a sure fire system to get hundreds or thousands of qualified MQLs every month.



## If you read anything in this section read this.

Just like every prospect is different, so is every channel. They all have their strengths and weaknesses. It's important to note that, if operated in a vacuum, their effectiveness is significantly diminished. **The whole is truly greater than the sum of its parts.**

Remember, 80% of high-growth sales development organizations rely on a multi-touch sales & lead generation strategy to hit their goals.

Relying on one source of leads is not only dangerous but it limits your potential prospect pool by neglecting how your prospects want to be engaged.

### This is the difference of being ahead or behind your competition.

Each channel offers different combinations of audience reach, performance, and so on, so it's worth considering carefully which channels - *or preferably, which combination of channels* - will give the best returns.

Mastering the big three (LinkedIn™, email, and phone) and using them in conjunction with each other will drive your sales development and lead generation efforts.

However, you need to do it the right way to stand out above the noise and create more sales opportunities online.

If you'd like to discuss how our team can help with some or all of your multi-channel outbound leads, set up a time to talk to our Director of Client Strategy about your options on this page: [www.LinkedSelling.com/sdtalk](http://www.LinkedSelling.com/sdtalk)



## **PART 2**

**Clearly Defined Roles &  
Responsibilities Lead To A  
More Productive (and  
Happier) Sales Force**

## Your sales team could be selling more.

Is your current sales process actually standing in their way?

It may be.

Here's why. According to Salesforce:

**On Average sales pros spend only 36% of their time on selling related tasks.**

And

**42% of sales professionals say prospecting is the hardest part of their job.**

The rest say it's closing (36%) or qualifying (22%)

Incredibly, this means that most B2B businesses have their sales team spending 60% of their day doing tasks that:

A. Are not the main reason they were hired.

B. Are what 60% of sales professionals struggle with the most.

So not only are your closers doing work that does not directly result in revenue, you are also risking burnout by having them do tasks that they do not fit into their core competencies.



### You should care about this. Here's why:

According to Forbes Agency Council,

*“Optimistic sales professionals outperform pessimists by 57%. That’s even true when pessimists have better selling skill sets.”*

If your best salespeople are spending the bulk of their day their time doing admin tasks, they are likely underperforming because of this.

Your closers should be closing.

- Not tinkering around on LinkedIn™.
- Not writing and sending one-off emails.
- Not prospecting.
- Not cold calling a leads list.

Overloading your sales team leads to missed opportunities and communication breakdowns with prospects.

This means that you need to provide a way to manage prospecting and admin tasks, without bogging down your sales team's time.

Because of the common approach of tasking closers as both the hunter and gatherer, many businesses develop leaks in their sales pipeline.

In fact 44% of executives think their organizations are ineffective at managing their sales pipelines. (Harvard Business Review)



## HERE'S THE BOTTOM LINE:

Effective sales development means maximizing the productivity of your sales team. You need your team to focus on what they are best at.

You want them dialed in on the work you hired them for - **closing.**

If you're interested in partnering with an expert lead gen team who can do the prospecting and on behalf of your sales team, allowing them to focus on managing and closing the sale with their best leads, we should talk.

Click below to schedule a call with our team to talk about your current lead gen approach and how we can help you streamline and ramp-up your sales development processes:

[www.LinkedListing.com/SDTalk](http://www.LinkedListing.com/SDTalk)

## PART 3

# The Way B2B Customers Are Making Their Purchasing Decisions Has Redefined Sales & Marketing Alignment





## A change is upon us.

In the past, business was centered around a handshake. Inherent in any deal was the relationship you had built behind the dotted line.

You met in person, over dinner or lunch. And you had to win the trust of your prospect.

While that still holds true, digital marketing has turned both brands and prospects alike into just another number on a spreadsheet. Another penny in the funnel.

The modern business operates at the corner of quality and quantity. Meaning that you need the volume required to hit your sales goals but your marketing and sales teams need to be aligned on a similar overall goal and the strategies they'll use together to hit that.

Because it's not enough to just get leads, **you need the right leads.**

The kinds of leads that come in are affected by the fact that too many organizations have a divide between the metrics they track.

Marketing teams will often track metrics like MQLs, clicks, form fills, and more, as part of their KPIs. But their team as a whole will often be looking at brand awareness, consistency, their positioning in the marketplace, and their engagement numbers.

Sales historically are driven by more shorter-term metrics and focuses. Closed leads, Lost leads, SQLs, Customer Lifetime Value (CLV), Customer Acquisition Cost (CAC), etc.

# PART 3: B2B PURCHASING DECISIONS ARE REDEFINING SALES & MARKETING ALIGNMENT



**31% of companies noted that improving sales and marketing alignment is increasing their focus on the need for deeper metrics to support combined marketing and sales goals.**

(Marketing Measurement & Attribution Benchmark Survey)

While both departments may have a different emphasis, you need them to work in concert if you are going to win out.

This means that Marketing should have insight and feedback into how their leads are converting into appointments and sales, and how the sales team is working to develop and build positive experiences for their leads.

And sales should have insight and feedback into the brand positioning, content development, and targeting being implemented by the marketing team.

# #1 Be In It For The Long Haul.

Your lead generation and sales development needs to be focused on building long-term relationships with prospects, not just burning through lists. The strategy should position your sales teams as an authority rather than a pest.

To win out in the long run, you'll need to stand out from the sea of vendors by creating a long-term relationship built on being different than most other sales reps. This focus on positioning your team and their communication in the right way is essential. Their outreach should feel personal and unique to every prospect.

This is exactly why top-performing sales teams are 2.8x more likely to say their organizations have shifted toward personalizing customer interactions. (Salesforce)

## #2 Get Everyone On Board

You also need a premium placed on communication and a company-wide shared goal for growth. This means that a shift to putting trust-building and personal relationship building needs company-wide buy-in.

This shouldn't be a difficult sell as focusing on quality benefits both marketing and sales; it allows marketing to spend their budget with less waste and sales professionals to spend their time more efficiently.

To make it work, you need to be crystal clear on what a qualified lead looks like and how your efforts are performing ongoing.





## PART 3: B2B PURCHASING DECISIONS ARE REDEFINING SALES & MARKETING ALIGNMENT



You'll also need to track customer journeys between sales reps and marketing specialists to determine which lead gen channels are most profitable and which are underperforming.

By aligning your departments you allow your sales team to close more leads, improving the sales team's productivity, increasing the closing conversion rate and lowering the acquisition cost.

Again...

**Your top salespeople should be spending their time selling**, so it is important that prospecting, lead generation, and nurture is either handled by your own marketing or sales development teams or outsourced to a company who specializes in this.

At LinkedSelling, our goal isn't to simply be an outsourced sales development or lead generation team. We partner with clients as an extension of both their marketing and sales teams to bridge the gap and support both the long term goals of our clients, but also contribute to the bottom-line revenue numbers.



## PART 4

# Creating A Better Approach to Sales Forecasting & Predictability



# CREATING A BETTER APPROACH TO SALES FORECASTING & PREDICTABILITY

There are a number of factors that play into the rampant inaccuracies in sales forecasts today, but the point is that any discrepancy in projections and forecasts can cause major issues that can affect every department in your organization.



Miss Their Sales Forecasts By More Than 10%

One of the biggest reasons for inaccurate forecasts is just not having enough opportunities on a consistent basis to build the right predictive model for your organization and the different lead channels you may use.

This statistic from HubSpot clearly illustrates that to hit or even set appropriate goals, you need a consistent flow of opportunities:



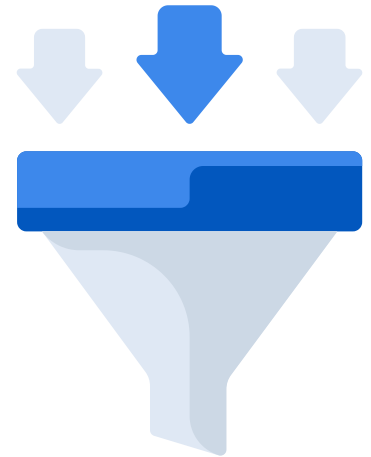
With 50 or Less New Opportunities Per Month Didn't Meet Their Sales Goals.



## How can you avoid this problem for your team?

The first step to better forecasting future sales is to understand the lead volume necessary to hit your total sales goals.

**This comes with building more consistency into your pipeline - both top-of-funnel and bottom-of-funnel - as well as insight into the outreach channels that are most effective at generating opportunities.**



This comes with building more consistency into your pipeline - both top-of-funnel and bottom-of-funnel - as well as insight into the outreach channels that are most effective at generating opportunities.

By getting consistently full pipelines that are managed effectively, you'll soon have better forecasting capabilities drawn from historical results.

Another way to strengthen your forecasts is to consider the flexibility and reliability that outbound lead generation offers as opposed to inbound lead generation. With outbound lead gen, you have control over the quantity of people you connect with and speak with. If you'd like the benefit of a full pipeline of quality leads, let's talk.

There are several options for each stage of business and we can help develop a strategy so you get a consistent stream of the right leads for your business.

Book a call with our Director of Client Strategy here:  
[www.Linkedselling.com/SDTalk](http://www.Linkedselling.com/SDTalk)



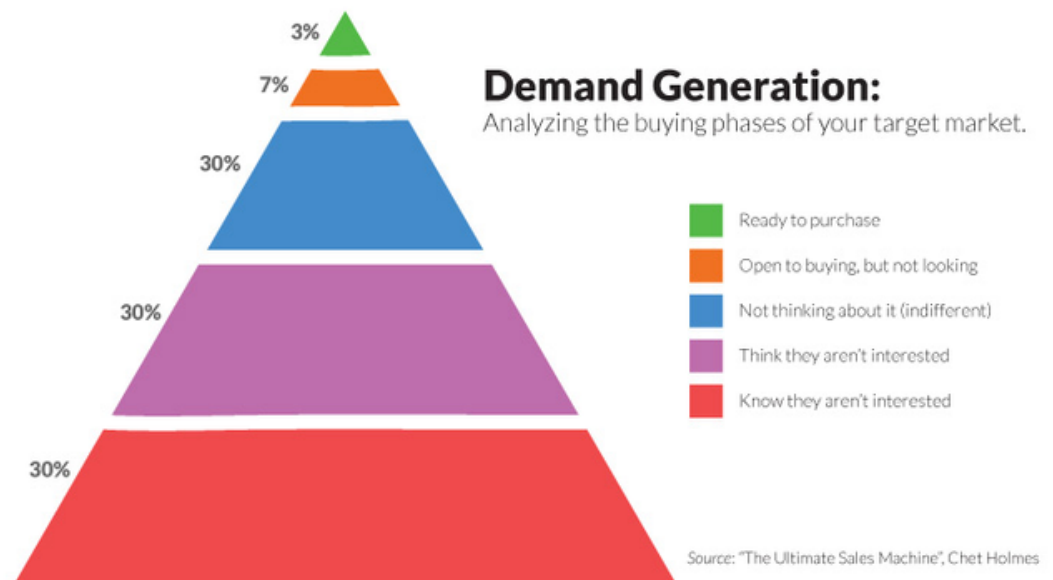
## PART 5

# Cadence and Persistence Are Paramount To Creating Sales Opportunities



**Fact: Only 3 percent of your prospects are ready to buy now.**

No one explains it better than Chet Holmes, author of *The Ultimate Sales Machine*, with his Demand Generation Pyramid:



While Chet's experience revealed that only 3% of your target market are actually ready to buy at any time, on the flipside, it means there's a 97% chance that they're not ready to hear your offer and will immediately shut you down.

Another fact:

92% of businesses, marketers, and sales professionals give up after the 4th touch-point, but 80% of prospects say no four times before they say yes.

This shouldn't be surprising.

Even if a prospect is the right person to be communicating with, they may not even be aware that a solution like yours exists yet.



## This is NOT a Negative.

By knowing that information upfront it can inform the right strategy or approach you should utilize to build relationships with the right kinds of people that will generate both short-term sales and long-term opportunities with the perfect buyers for your product or service.

The reason outbound lead generation and sales development works is that it is proactive and disruptive. Your prospects may not be actively seeking your solution today. But you can build that awareness and interest through the right outreach approach.

### Considering this a failure is shortsighted.

Any relationship needs momentum and momentum can take time.

Consistency leads to familiarity. Familiarity leads to trust. Trust leads to action. Action turns prospects into clients.

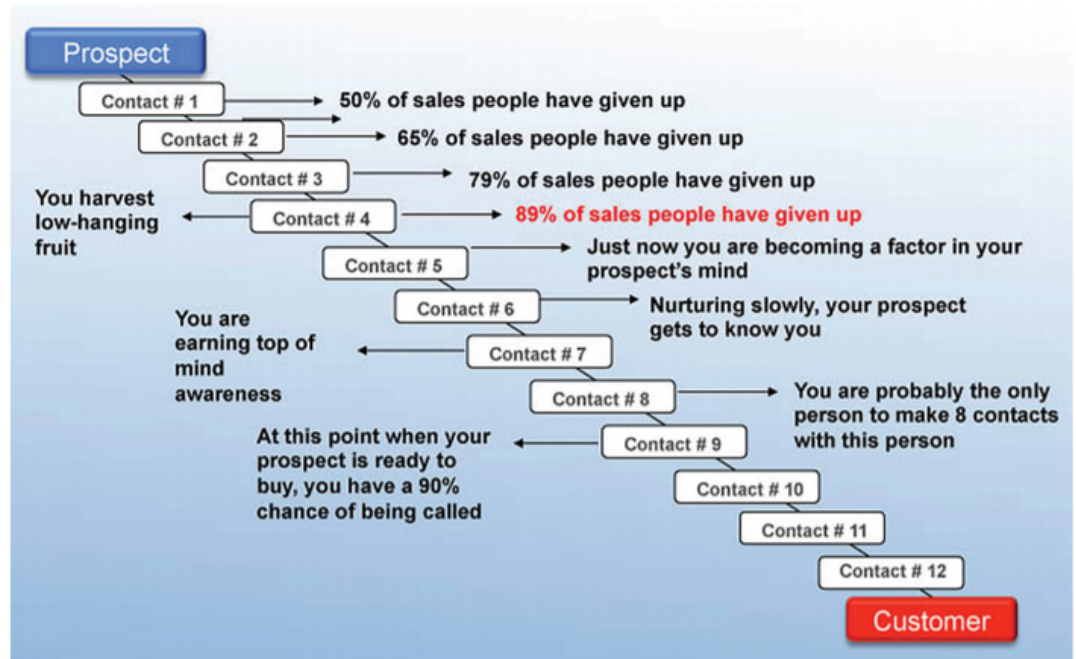
### How do you achieve that?

The real question should be, “how do we actually build trust and nurture a sincere relationship?” To answer that, let’s take a look at what the most successful salespeople are already doing...

They already know that a hard sell isn’t going to cut it because as we’ve already uncovered, most prospects just aren’t ready to buy.

Top sales performers also know that it actually takes 7 to 13+ touches before most prospects will even consider doing business with you.

Microsoft shared their research on this in the graphic below...



*Most Prospects Never Receive Enough Touches To Become Leads*

Source: Microsoft

The problem is, most businesses don't even make it to 4 touchpoints.

As you can see from the graphic above, Microsoft's study shows that by the fourth contact, a full 89% of salespeople have moved on.

What buyers and decision-makers respond to is a positive experience and a valuable relationship, especially if they're one of the 97% that's not ready to buy yet.

Salesforce explains it perfectly,

*"To win at selling now means helping your customers win too, fostering a discussion that uncovers their needs and proposing solutions that best fit them."*

Beyond that:

**79% of business buyers say it's absolutely critical or very important to interact with a salesperson who is a trusted advisor—not just a sales rep—who adds value to their business.**

Some businesses create their own in-house outbound prospecting team, others outsource it.

Either way, you must develop a long term asset to consistently follow-up and stay top of mind with your prospects instead of focusing on short term wins.

Sales is not simply filling out an order form. It's taking a stranger (or someone who is hesitant about doing business) and making them want to do business with you.

If you're interested in creating an asset that generates short-term SQLs without sacrificing long term wins, consider outsourcing to a team that excels at both.

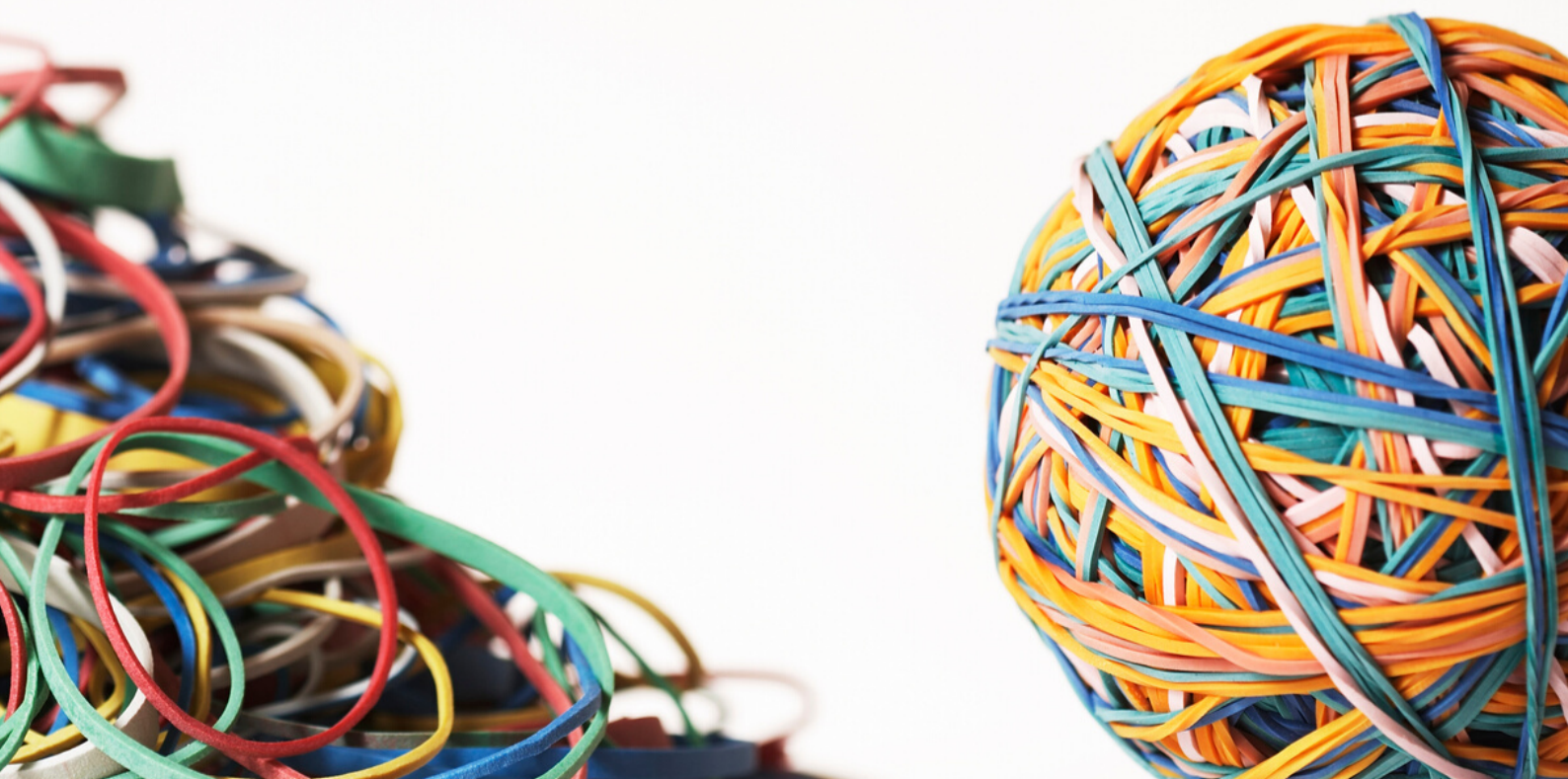
At LinkedSelling we've worked hand-in-hand with clients to understand their unique sales cycle and what it takes to add value, build trust, and create strategic relationships with their prospects. We've worked with hundreds of businesses to provide the leads and appointments that support their sales teams.

[Click here to schedule a meeting with our Director of Client Strategy to discuss your options.](#)



## PART 6

# Budget Considerations: Determining How To Allocate Your Investments



# LET'S PUT EVERYTHING TOGETHER

To enable your sales team to function at their best, you need to fill the pipeline with quality leads.

There are several factors involved in that.

You need to consider and research your client profile, test and optimize your messaging, expand and compile your database of contacts, develop an outbound strategy, and finally, analyze your conversion rate and look for place to optimize.

To make this possible, you'll need to hire people to implement and manage the process.

## You have two choices.

1. You can create an internal sales development team
2. Or you can outsource it to an outbound sales development partner.

Let's cover a few factors and compare the costs and benefits of each before you make that decision.

The first factor is cost.

So before you decide on what you should expect to spend on a world class Sales Development Program for your business or department you must first understand what you can afford to spend.



# LET'S DO THE MATH

Conservatively, let's say that your  
average client is worth  
**\$40K in Lifetime Value (LTV)**

And you or your sales staff typically  
**close 10% of the meetings**  
or sales appointments you have.

So if you got 10 sales appointments,  
**realistically, you would close 1 new client.**

Meaning, to get 2x ROI you would be  
able to spend \$2,000 per lead.

Should you pay that? *Probably not.*

*(keep reading)*



If done properly your sales development program should be able to schedule sales appointments for significantly less than that.

But understanding what you can AFFORD to pay and still be successful is important for your next decision.

Next...

## **Should you build out an in-house team for your sales development or outsource to an agency?**

There are many factors to consider here but let's start with the top three:

1. Cost of hiring out your team
2. Cost & time spent managing that team
3. Outbound Strategy and Optimization

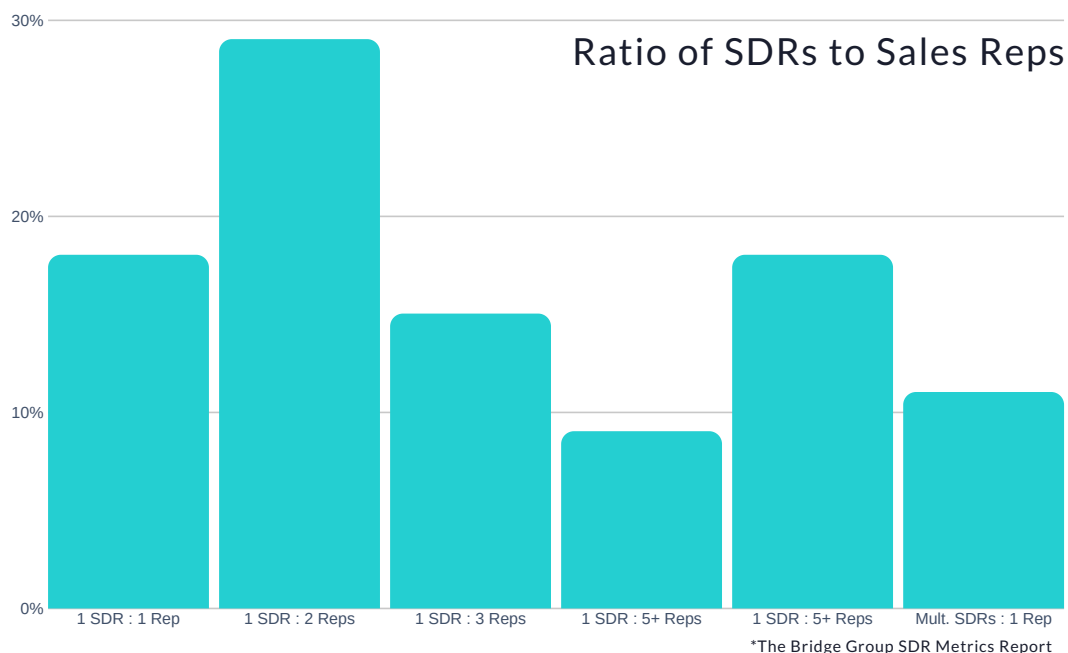
## **Investment Needed For Building Your Sales Development Team**

What financial investment is it going to take to build out an internal sales development and outbound lead generation program?

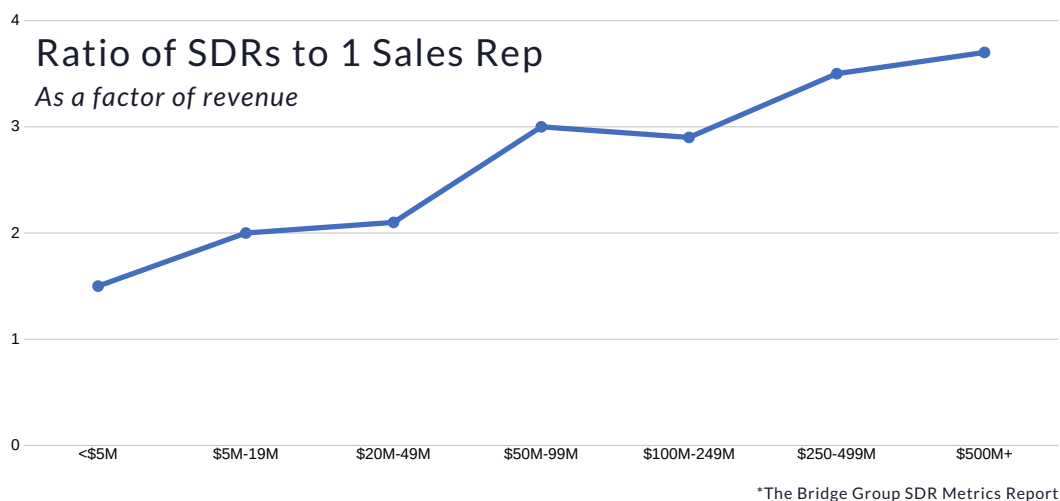
Let's start with the Sales Development Representatives (SDR), your troops on the frontline making first contact with your prospects.

According to Glassdoor, the average salary for a SINGLE SDR is \$52,989. However, once you factor in bonuses, commission structures, benefits, software licenses, training costs, and more, that number is more accurately in the \$80K-\$90K range in terms of actual cost from the employer.

Now, that's the cost of a single SDR. The average ratio of SDR to Sales Rep is 1 SDR for every 2.6 Sales Representatives.



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So at the very minimum, if you had a sales staff of 3-4 sales reps you would need to bring on 2 SDRs.

Meaning you'd be investing ~\$160k every year on SDR talent alone.

# INVESTMENT NEEDED FOR BUILDING YOUR SALES DEVELOPMENT TEAM

Here's the thing though, while a rock solid SDR is an integral piece of your Sales Development Team, it's really only a single piece of a much larger puzzle.

Even if you hit the jackpot and find a smart, hardworking, superstar who can manage every step of the process (unlikely) and understand outbound lead generation strategy (even more unlikely) you still only have one SDR.

## A Complete Sales Development Team Will Have:

### Sales Development Representatives

Function: Call cold and warm prospects to build trust, qualify prospects, and set sales appointments for your team of Sales Reps.

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Salary Alone (Glassdoor):

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\$52,989 Avg.

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### Digital Marketing Specialist

Function: Utilizes online channels, i.e. LinkedIn™ & email out reach, to build relationships on behalf of your Sales Reps with new or existing prospects to set qualified sales appointments. This role will need to have an intimate knowledge of email marketing and social selling.

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Salary Alone (Glassdoor):

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\$60,962 Avg.

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## Copywriter

Function: A copywriter will serve as the primary communicator between your business and your prospects. They will optimize messaging and support marketing in creating email campaigns, landing pages, content and more. A good copywriter will know how to use psychology and how to hook your prospects, garner attention, and sell your products and services via print.

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Salary Alone (Glassdoor):

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\$62,593 Avg.

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## Data Analyst:

Function: Depending on your current marketing or sales structure the data analyst will likely perform two core functions, list procurement and ongoing optimization. Meaning this position will analyze data from 3rd party data subscription platforms like ZoomInfo, Clearbit, GetProspect, etc., then divvy up between Marketing Specialists and SDRs. They will also be in charge of ongoing optimization of campaigns based on your company KPIs.

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Salary Alone (Glassdoor):

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\$69,291 Avg.

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## Traffic Manager or Digital Advertising Specialist

Function: One of the elements that we add to our standard outbound lead generation and sales development campaigns (social, email, phone) is paid advertising on LinkedIn™, Facebook, or Display Network. This role is responsible for making sure that every prospect in the campaign is also seeing ads while they are simultaneously getting messages on social, personal emails, and calls from your SDR.

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Salary Alone (Glassdoor):

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\$83,300 Avg.

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## Now let's compare these costs to outsourcing each of these roles.

When you hire an outsourced lead generation and sales development agency **you get a team of experts in every single area listed above without the high price tag.**

In many instances it can be 5-8x more cost efficient to outsource this work AND you'll get a team of experts handling the work on your behalf.

## Management & Onboarding of an In-House Sales Development Team

There is an often overlooked factor when considering an in-house team. You need to consider that once you have your team in place, who is going to manage and train that team?

For smaller businesses it may be the owner or the Sales Reps themselves. For medium or enterprise level businesses it will most likely be the Director of Sales, the CMO, the Marketing Director, etc.

*The problem?* Chances are they are not hurting for things to do as it is. Can you trust that they can properly and attentively manage a single SDR let alone a full Sales Development Team?

**Possible.** Yes. But is it the best use of their time?

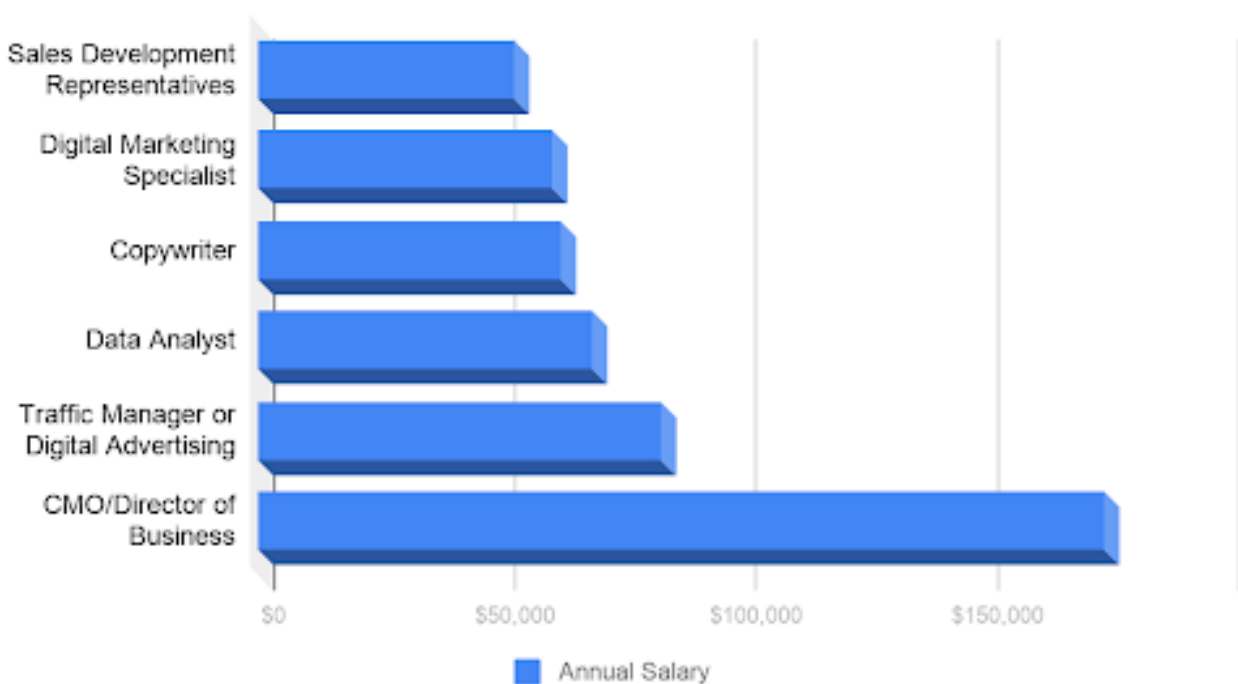
And do they even know enough about outbound marketing and sales development to make this a successful initiative without taking years of trial and error?

# WHAT'S THE BOTTOM LINE TO GET STARTED WITH YOUR OWN TEAM?

Let's take a look at the cost so far for a complete in-house sales development team. Between the cost of each team member (with a few SDR's) and the costs of whomever you'll have manage the team, you're looking at a minimum of \$600K.



Cost of A Full Sales Dev. Team



**Total cost for your Sales Development Team = \$610,289**  
(a.k.a. not cheap)



You might try and find the one perfect Rep who can wear each of those hats, but it's a hard role to fill.

As we referenced above 'Clearly Defined Roles & Responsibilities Lead To A More Productive (and Happier) Sales Force' and ultimately, more results.

## How to Develop the Right Outbound Strategy for Your Company

Having a team of specialists handle your sales development ensures that you not only go to market significantly quicker but you also don't have to worry about burning budget and prospect relationships on trial and error.

A lot goes into a well-oiled sales development program that an already experienced outbound sales development team has already tried and tested...

*What tech to use for your messaging?*

*What dialer to use for your phone calls?*

*What service to use for acquire leads lists or data?*

*How to efficiently build trust with targeted accounts on LinkedIn™ without turning your best prospects off?*

*What messaging is currently resonating with your target market and ideal prospects?*

That's just the start of it.

**This is where the true value of an experienced lead generation and sales development agency is on full display.**

# A BETTER OPTION

By outsourcing to an agency like LinkedSelling you can get an entire, trained & tested, Sales Development Team for less than the cost of a single SDR, without the headache of hiring, training, attrition, trial & error, technology costs, and everything else that comes with hiring and managing an internal team.

If you want to talk over your options click below to schedule a time to chat with our Director of Client Strategy to see how we can help you hit your lead generation and sales goals..

[Let's Talk](#)

# HOW TO LEVERAGE THE INFORMATION IN THIS REPORT

## As a leader in your business...

It is your responsibility to grow your sales while eliminating unneeded expenses, but there are so many options, how do you know where to turn?

Our advice is to look at the fruits of the companies you're considering working with.

Here at LinkedSelling, we've partnered with hundreds of businesses as their outsourced sales development and lead gen team to help them create new sales opportunities consistently so they can close more sales, increase revenue, and grow.

Growth focused businesses come to us for help because, as you know, filling your pipeline requires that you spend more time on prospecting, outreach, and following up. Not many businesses have the time, bandwidth or resources to take care of it in-house. At least not with the level of care needed to be successful right away.

LinkedSelling exists to help people in your situation.

**What we do is help grow businesses, ranging from small and medium sized all the way up to fortune 500 companies, by getting consistent, quality leads on your sales' team calendar and filling your pipeline with amazing sales opportunities.**







# WHAT WE DO AT LINKEDSELLING:

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**A GOAL  
WITHOUT  
A PLAN  
IS JUST  
A WISH** →→



## **WHEN YOU WORK WITH LINKEDSELLING:**



We partner with you as your full-service, outbound lead generation & sales development team.



To find and attract the right clients and get them to book appointments on your calendar consistently.

# WORKING WITH US ALLOWS YOU TO

Streamline your efforts & benefit from a multi-channel, multi-touchpoint strategy that's focused on building the trust necessary to open up quality sales conversations - while letting your sales team focus on what they're best at.

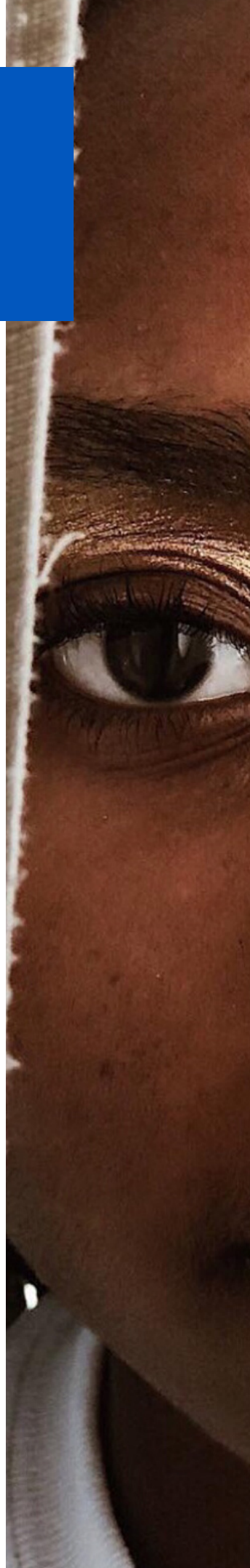
In other words, we'll step in so you can let your closers close instead of chasing leads.

In fact, many of our clients count on us to generate their entire quota for "sales qualified leads" while others count us as just one of many lead sources that keep their team productive.


**Different businesses, teams, and sales cycles require different approaches.**

This is why it is more important than ever to have a team of experts on your side.

So no matter what stage you're currently at, we'll have the right people on your side to help you get better sales opportunities so you and your team can close, not just more clients, but more of the RIGHT clients.







AGAIN, AS A LEADER IT IS  
YOUR RESPONSIBILITY  
TO CONSISTENTLY GROW  
YOUR SALES WHILE  
ELIMINATING UNNEEDED  
EXPENSES.



## We should talk if you...

- Understand that it's best to have us fill up your best sales rep's calendars so your closers can close and not have to poke around on LinkedIn™, send emails (which often don't actually get sent), or have to pick up the phone to call new prospects (which your best sales reps probably avoid like the plague).
- Want consistency and predictability. You want to forecast the next month, quarter, and year, so you can make plans for growth.
- Want consistency and predictability. You want to forecast the next month, quarter, and year, so you can make plans for growth.
- Need more leads with prospects that need and can afford your products and services without years of trial and error and without the high price tag of a full internal sales development team.

That's what we do here at LinkedSelling and why we should talk about your options - no matter what stage your business is at.

If you're interested in how our team can work with you to streamline your efforts, allowing your sales team to focus on closing...

We can help you make that happen.

# PARTNERING WITH US AS YOUR OUTBOUND SALES DEVELOPMENT TEAM...

...is more cost effective and proven to generate better results with less wasted time and energy, as compared to hiring internally.

We'll also get better results than an in-house team because we've refined our system and tested it on the market.

At the end of the day, there is only one question: do you want to grow? If you do, you must leverage your resources and expand your team.

Click below to schedule a time to speak with our Director of Client Strategy about your options and the ROI you can expect.

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