

# Sales and Marketing Outsourcing

Outsourcing has become an accepted way of doing business for most professional functions. Finance, information technology and human resources departments have all been successfully outsourced. Now it is time for the next chapter in outsourcing: sales and marketing.

## Not Another Sales Channel

When we talk about sales and marketing outsourcing, we do not mean yet another sales channel that may or may not sell your products and services. We mean dedicated resources covering the complete sales cycle – from lead generation using inside sales and world-class collateral to direct selling and executive door opening.

## Key Benefits

Outsourcing is particularly beneficial if you are looking to enter a marketplace for the first time or looking to augment or replace existing direct resources. By outsourcing your sales and marketing, you can expect some key benefits:

- **Increased flexibility:** costs that are variable and allow you to have access to multiple skill-sets rather than be restricted to hiring many expensive resources onto your payroll.
- **Best practice:** our team believes strongly in on-going research and feedback on industry best practice. Behind the scenes, our sales processes and reporting are professional in every respect. And in your marketplace, we know how to generate leads, build pipeline and get closure – using highly innovative and integrated sales and marketing programs.
- **Best practitioners:** our associates are all outstanding professionals who have excelled in their domain. We work as a team with you, dedicated to achieving your business goals.
- **Reduced risk:** hiring your own team, training them, motivating them and managing them can be a huge risk. For some, this risk has resulted in the financial failure of the business. For others the pain has been in excessive recruitment costs and salaries in return for minimal performance.

## You Choose

We have a complete range of professional support from which to choose. You might start with a telemarketing approach and then add direct sales. We can design and develop your collateral as well as get you successfully to a trade show. We have executive door opening capabilities and can build direct mail campaigns. We know all the latest techniques in email marketing and can develop, host and execute your email campaigns for you. And for a fully integrated approach, ask us about our best practice “Cluster Marketing” programs!

## Its Good to Talk

Just call us and we will meet you to discuss your business goals and current market position. We hope you will find that we have a wealth of advice to offer immediately and our initial consultation is free. If you contract with us, we will work with you on the basis of a monthly retainer and results-based payments. We tailor our contracts to your individual requirements.

## About Inclusive

Inclusive is a professional services company dedicated to improving business results through sales and marketing consulting and outsourcing. Through a unique partnership model and associate network, Inclusive works with companies in the technology and service sectors, providing support to clients in Europe, North America and Asia-Pacific. For further information, Inclusive can be contacted at [info@inclusive.com](mailto:info@inclusive.com), by phone at 713-213-4085 (in the USA) and 01483-549046 (in the UK) or via the world wide web – [www.inclusive.com](http://www.inclusive.com).

