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THE BUSINESS CONNECTION COMPANY

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BENEFITS OF OUTSOURCING TO B2B LEAD GENERATION COMPANIES

Benefits of Outsourcing to B2B Lead Generation Companies

Growing business-to-business (B2B) organizations depends on the continuous identification and qualification of new leads. To ensure the consistent delivery of legitimate opportunities to salespeople, many organizations choose to outsource lead generation to an experienced, dedicated provider.

Why should an organization outsource lead generation instead of building and managing an in-house team? Outsourcing offers many benefits that are difficult to realize through in-house lead generation alone:

- Campaign set up and oversight
- Higher volume of qualified leads by leveraging long-held lead generation expertise
- Less time and expense of hiring, training, and managing inside sales agents by taking advantage of strong lead generation skill sets
- Accurate reporting and tracking of campaign data

By outsourcing lead generation, your organization can start enjoying some or all of these valuable benefits. A dedicated partner can also build upon existing inside sales activities and help you improve your approach to audience engagement and sales pipeline development.

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Increase the volume of qualified leads

It is difficult to contact every target, ascertain where they stand in the buying process (or if they're even a lead), and engage in lead nurturing activities over an extended period of time. In-house teams often have difficulty generating a large number of qualified leads because:

1. Competing priorities shift their attention to tasks other than lead generation
2. They lack the time or resources to contact the targets in their database
3. Poor construction of the lead generation campaign has led to less than desirable results

When any of the above problems prevent your organization from meeting lead generation goals, a dedicated provider can help you fill in the gaps. Outsourcing offers you a team with no competing priorities, plentiful time and resources to contact targets in your database, and strong lead generation expertise.

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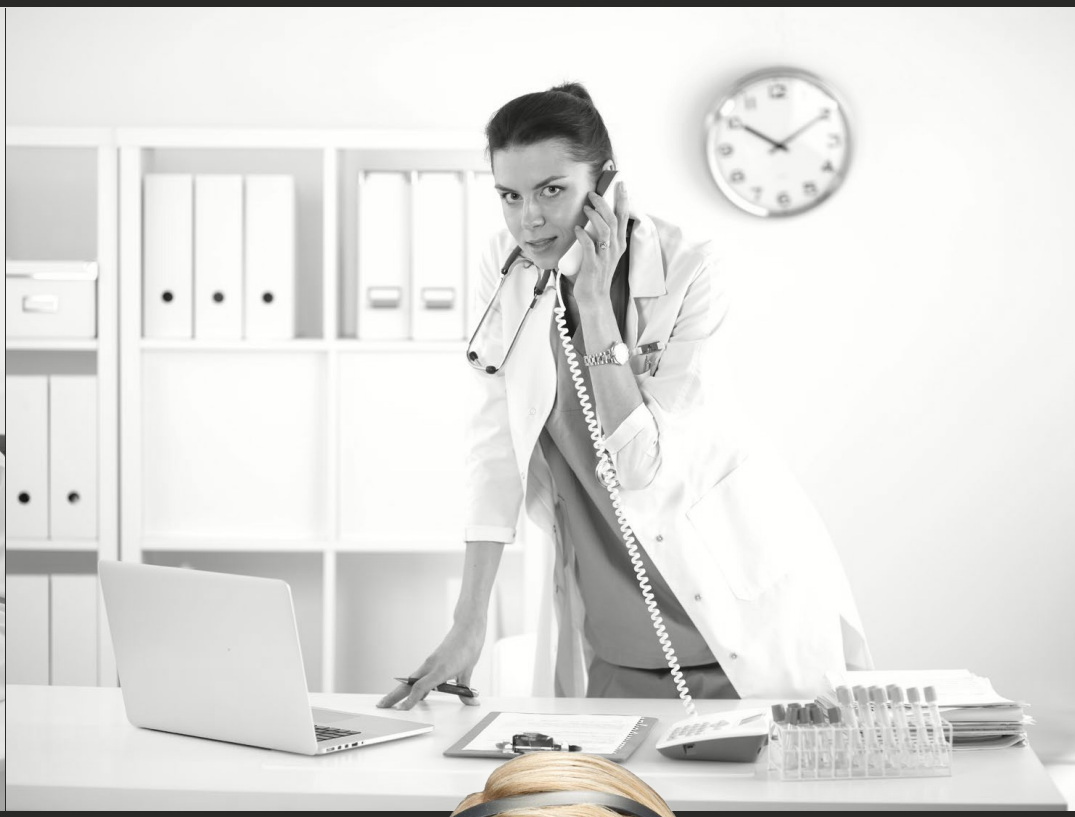
Outsourcing in action: Medical device sales

When one of the world's largest medical device makers contacted Intelemark to engineer a multi-faceted lead generation campaign, it needed to address the following challenges:



- Connecting with busy, difficult-to-reach hospital personnel
- Identifying individuals who were ready to meet with a salesperson

Ultimately, the company was able to achieve something it could not accomplish in-house at the time of the engagement: Deploy a team of dedicated lead generation experts to increase its volume of qualified leads.

The decision to outsource generated a substantial number of new leads that resulted in $11 million of new equipment sales in just 90 days.

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Communicate your value proposition to decision makers

When a contact is experiencing a critical business issue that your solution can solve, you need to clearly communicate your value proposition. Communicating value isn't just important for making inroads with a suspect or a target you're calling for the first time – it's essential for connecting with a decision maker.

An experienced B2B lead generation company will work with you to understand the following factors:

When agents possess a deep understanding of those items, they can position your message in a way that resonates with leads and gets your solution in front of decision makers. Practiced lead generation teams with expertise in specific industries can help you get there.

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Outsourcing in action: Healthios connects with key decision makers

Connecting with authoritative contacts isn't easy, and Healthios' sales staff was struggling to get its name in front of decision makers at target organizations. A global healthcare investment marketplace, Healthios needed to connect with investment strategists at hedge funds and emerging growth companies. When its management team contacted Intelemark to set appointments with these difficult-to-reach individuals, we developed a multi-touch lead nurturing campaign that included phone and email communications.

Patience and persistence paid off. The campaign ultimately resulted in a steady stream of qualified appointments, many of which were with decision makers who controlled portfolios worth billions of dollars. Healthios' CEO later hired Intelemark to handle three additional campaigns.

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Avoid unnecessary time and expense

Hiring, training, and managing an in-house lead generation team is a herculean commitment for organizations that already juggle numerous sales and marketing priorities. For one thing, it's expensive. It also requires a substantial time investment since organizations must continuously monitor agent performance with respect to specific priorities and objectives.

Outsourcing lead generation helps B2B companies avoid those challenges. With well-established processes for building and managing productive teams, an experienced lead generation firm offers predictable costs and, in most cases, faster time-to-ROI than building and managing the team on your own. Here are some reasons why:

1. Since dedicated providers have already hired and trained the agents who will handle a campaign, campaigns can launch sooner.

2. Performance tracking tools and systems are already in place, freeing organizations from having to configure and manage them.

3. Instead of saddling management with the burden of managing an inside sales team, talented leaders can remain focused on their core responsibilities.

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Outsourcing in action: Five weeks to positive ROI

Mars, Inc. needed to set appointments with prospects who were in a position to purchase its single cup coffee system for larger office environments. After erring in its initial selection of a lead generation company – the firm lacked the expertise needed to identify qualified prospects – Mars partnered with us on a five-week test campaign.

Thanks to our established systems for hiring, managing, and performance tracking, Mars' sales team started receiving appointments with qualified decision makers well before the end of the test campaign. Compared to the incumbent provider, we were able to identify a larger number of qualified leads.

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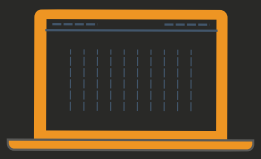
Gain valuable insights about buyers

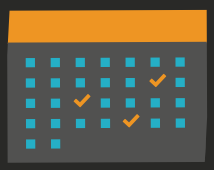
The best lead generation outsourcing firms will follow strict guidelines for:

LOGGING EVERY INTERACTION WITH A TARGET



UPDATING CONTACT INFORMATION IN A CLIENT'S DATABASE OR CRM APPLICATION

DOCUMENTING THE SPECIFIC BUSINESS PROBLEMS AFFECTING LEADS AND SUSPECTS



SCHEDULING FOLLOW-UP INTERACTIONS ACCORDING TO A SENSIBLE (AND REALISTIC) SCHEDULE

By keeping databases current and making detailed notes about their communication with targets, lead generation agents can gain valuable insights about buyers' challenges, motivations, and expectations. As we'll see in just a moment, these activities can help them discover new ways to deliver your message effectively.

If you don't have the time or resources to ensure your database is up to date, outsourcing to a dedicated lead generation provider can help you leverage existing technology to improve the quality of your sales data, not to mention your lead generation results.

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Outsourcing in action: Buyer insights give digital marketing company an edge

The more calls you place, the better your understanding of buyer behavior. That's exactly what happened when WSI, a franchise-based digital marketing company, hired Intelemark to connect salespeople with qualified prospects.

After three years of successfully running the campaign, Intelemark agents started noticing – and documenting – changes in the market that warranted a shift in approach. They recommended that a WSI franchisee personalize its message by adding staff bios and photos to the marketing collateral used for lead nurturing.

After six months, the franchisee reported that lead quality was up and that its team was closing 50% of all leads generated by the campaign. The new approach was a success, but it wouldn't have been possible without the ability to extract insights from historical lead and prospect data.

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Takeaway:
Outsourcing works, but you've got to choose the right partner.

For organizations that struggle to generate leads or don't have the resources to build an effective inside sales team, the benefits of outsourcing are clear. By investing in a dedicated lead generation firm, it is possible to increase the volume and quality of leads. Organizations that outsource also avoid many unnecessary costs and time commitments.

These benefits are compelling, but they're most likely to materialize when you select the right partner. Intelemark is a fantastic fit for many organizations such as healthcare, technology and financial companies, but we aren't the best fit for everyone. A mature lead generation company will know its strengths and limitations, so be on the lookout for vendors who understand your specific requirements.

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About Intelemark

Based in Phoenix, Arizona, Intelemark designs highly customized B2B demand generation campaigns to connect businesses with prospects and customers. Services include all aspects of sales pipeline development, including:

- Qualified appointment setting
- Sales lead generation
- Lead qualification
- Database cleanup
- VAR communication
- Tradeshow support
- Sales intelligence
- Direct response follow-up
- Market research

...and Emergency telemarketing

To perform at the highest levels and deliver the best results, Intelemark pays careful attention to each client's brand. The company has partnered with many of the world's most prominent businesses and has earned a reputation as "The Business Connection Company." For more information, visit www.Intelemark.com.

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