

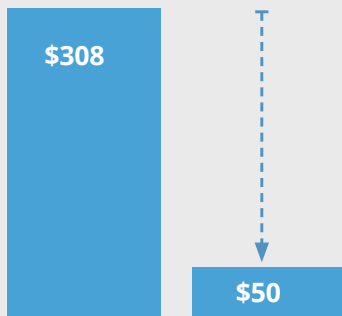
# Outsourcing to Sales as a Service

## STATISTICS & INSIGHTS—INSIDE SALES

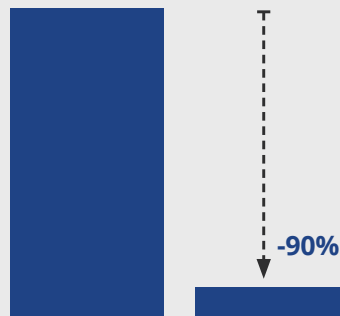


**Inside sales is re-emerging and growing fast.** Many businesses are wondering if they should move their sales resources to an inside model.

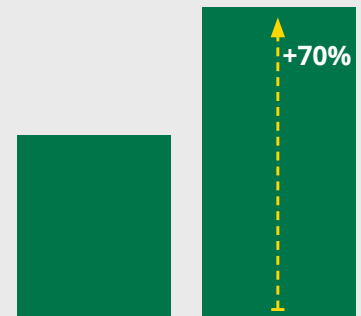
To learn more, we researched the latest trends and stats on why inside sales is making such an impact. What we found out was that inside sales reps cost businesses less money while also increasing revenue, prospects contacted, opportunities created and efficiency.



**AN OUTSIDE SALES CALL COSTS \$308, AN INSIDE SALES CALL COSTS \$50**



**INSIDE SALES REDUCES COST-OF-SALES UP TO 90% RELATIVE TO FIELD SALES**



**ON AVERAGE, INSIDE SALES REPS ARE HAVING 70% MORE CONVERSATIONS THAN OUTSIDE SALES REPS**

When focused on the right market segments and buyer profiles, inside sales drives huge sales force efficiency improvements. Business leaders want to know how to build a successful sales team. Many are left with questions like:

*"How do I make the team effective?"*

*"How do I ensure the team gets strong results?"*

*"Do I build a team or do I look for a partner?"*

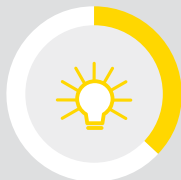
# NuGrowth Solutions Sales as a Service

## COMPARED TO INDUSTRY AVERAGES

Our inside sales calls are **60%** less expensive than industry cost per call averages



Creating **37%** more opportunities per rep per month compared to industry averages



Holding **43%** more meetings per rep per month compared to the industry average



Having **67%** more conversations per day compared to the industry average



**In the last 12 months we've provided our clients:**

**\$91,871,929 in pipeline revenue**

**\$18,348,712 in annual contract value**

### Speed to Market

In less than 8 weeks we can complete a database audit, content audit, go to market strategy as well as have a dedicated outreach team in place ready to make and track calls in proprietary growth platforms that integrate with all CRM's.

### Increase KPI's

We use a call cadence proven to increase contact rates combined with specific territory segmentation that allows us to build pipelines faster.

### Partner effectively

NuGrowth Solutions is an outsourced sales and marketing organization dedicated to helping companies grow through professionally persistent market outreach and strategic territory management.



*"Our meetings are probably up tenfold... we've definitely landed some marquee clients."*

*-Jeremy Gustafson, SVP, Chief of Strategy Officer*

### Ready to start building your inside sales team?

Contact Hayley Benson | Outreach  
NuGrowth | P: 614.219.6077

Sources:  
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