

THE RISE OF INSIDE SALES *

PROOF
that the
Inside Sales Rep
is Changing Business

THE INSIDE SALES INDUSTRY IS EXPLODING!
(IN A GOOD WAY)

Inside sales is growing
300% faster
than outside sales.

Hiring for inside sales outpaces
outside sales by a factor of

15:1

More businesses than ever are
moving to an inside sales model:

46% made the change
between 2011 and 2013.

6 good reasons why inside sales is changing
the way we do business:



1 EFFICIENCY.
Inside sales reduces cost
of sales by **40-90%**



2 AGILITY.
84% of managers believe
it is easier to onboard
inside salespeople.



3 SCOPE.
Inside sales is not
limited to small deals—
inside sales teams
regularly close **five-
and six-figure deals.**



4 SPEED.
Inside sales responds
quickly to web leads.
Leads contacted within
5 minutes are **21x more
likely** to enter the sales
process.



5 STRATEGY.
76% of managers believe
that inside sales provides
a better strategy to
penetrate small businesses
and mid-markets.ⁱⁱⁱ



6 PERSISTENCE.
The odds of making
contact increase by over
50% if reps call at least
6 times.

Partner Effectively.

NuGrowth Solutions' outsourced sales and marketing services **"bridge the sales gap sooner"** by providing a company of resources dedicated to new business acquisition.
Some call it diversifying your risk. We call it smart.

Nu **GROWTH**
Solutions

If you have a passion for product development and the operational expertise to run your business, but are constrained by current sales efforts or are trying to break into new markets, NuGrowth Solutions can help. We bring the people, the processes and the expertise to take your organization to new heights in customer acquisition.

If you are interested in leveraging our team to increase revenue for your business, please give us a call at **800.966.3051**.

www.nugrowth.com 800.966.3051



Copyright ©2015

Sources:
ⁱ Dave Elkington: Inside Sales Market Update
ⁱⁱ Cisco Systems. "Cisco Global Cloud Index: Forecast and Methodology, 2010-2015"
ⁱⁱⁱ <https://hbr.org/2013/11/the-trend-that-is-changing-sales/>
^{iv} <http://blogs.hbr.org/2013/07/the-growing-power-of-inside-sa/>

^v <http://peoplelinx.com/inside-sales-aaisp/>
^{vi} <http://research.insidesales.com/acton/attachment/1207/f-0434/1/-/-/2014%20Lead%20Response%20Report.pdf>