

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.**



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



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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>