

The ability to create a well oiled sales machine. Sales are one of the most important functions performed by a company. It's a core business function. The better your team is at sales, the more you will prosper. One giant handicap many companies inflict upon themselves is to require their sales personnel to both sell and generate sales leads and appointments. This hobbles your sales effort since most sales people do not like to make cold calls to set appointments. Here are a few reasons why allowing LimoLive24 to build your own sales lead generation department (or the company outsourcing this function in the short run) makes sense:

- Dramatically increasing the number of sales leads your sales team can act upon by a factor of 12 to 60 times. This obviously translates into significant increases in sales. See an elaboration of this topic in this website's article - "Importance of Phone Leads." This advantage occurs whether LimoLive24 build's your own department or you outsource this function to LimoLive24.
- Increase the quality of your lead generation activities. This occurs as a result of breaking the lead function from the sales function. Once independent, you and LimoLive24 will find many areas for active management and improvements in quality.
- A particularly powerful area for quality improvement occurs in the training area. Most sales departments don't spend much (if any) time and money training their sales personnel to become better lead generators. In fact, significant increase in leads occurs as lead generators are trained to perform this function effectively. For example, untrained callers have an industry average of getting through from a dial to the decision maker of about 10%. That means having to make 60 dials to get through to 6 decision makers. LimoLive24, through training will increase that rate to 60% or higher. Now a fully trained department can make 60 dials and get through to 36 decision makers in a day, a 600% increase.
- Since the lead generation department will be feeding a much greater volume of quality and qualified leads to the sales team, the company now can increase its "speed to market" an important requirement for most companies. Please read the article in this website that expands the discussion on this topic.
- A robust lead generation function can become a strong reason that your bank officer or investor has confidence in your business plan. The single weakest element in most business plans is the fact that little is done to demonstrate the company's ability to meet aggressive sales growth projections. However, using LimoLive24's sales lead generation program allows you to demonstrate the specific steps you will take to increase sales and why each step works to produce the desired growth level. See the two articles in this website, "LimoLive24 and VCs and Bankers" and "Sales Calculator." The first article elaborates upon this point and the Sales Calculator can give you a good estimate of what it would take to make your projections.

Outsourcing is almost infinitely better than keeping the "salesman as lead generator" status quo. Here are a few instances in which starting off a relationship in an outsource mode makes sense:

- The company does not have the facilities to house any more personnel. In a situation like this, starting off using LimoLive24 as it's outsource lead generation department can help. The company receives the benefits of increased quality leads very quickly without having to make commitments for housing these personnel.

- The company would rather see a demonstration of the power of a separate lead generation function before committing to installing a department. This is a legitimate way to make the transition from "whack the salesman to generate more leads" model to that of having a separate, well run lead generation function.

Here are reasons often cited to justify outsourcing. Each of these reason is invariably true if viewed against the idea of not changing from the "we'll just lean harder on the sales team to generate leads" model. However, when viewed as a reason to outsource versus having one's own department, the reason does not favor outsourcing alone:

One does not have to make a big investment when they start outsourcing versus building a department. This is **not true**. As previously noted, LimoLive24, or any outsourcing company, can make more money by charging monthly fees for some extended period of time. All the monthly profits that could have been invested in one's own department will add up to more than the amount needed to invest in one's own department, depending upon how long outsourcing continues. The average amount a company spends in outsourcing in six months can equal the amount in installing a sales lead generation department by LimoLive24. Also, be aware that many outsource company's require a 12 month contract in order to amortize their investment in the training of their callers and to earn a minimum profit. This contractual time commitment can offset the advantages of letting LimoLive24 build your own department.

A company can start outsourcing for a lot less up-front cash than if they built their own department. Again, not true. LimoLive24 is very willing to spread the installation investment over a series of months so that the amount of cash flow is equal to what one would spend on a monthly basis for outsourcing.

Outsourcing costs less because the company avoids employment taxes and benefit costs. This is **mostly not true**. The outsourcing company will be paying the same benefit costs for their callers and just passing on this cost to you. Or, if they hire callers that are overseas or work out of their home as independent contractors, there are hidden costs. Using an overseas company can work well for in-bound customer support. But when a company is initiating the call (instead of the customer calling in to the company), prospective customers have an expectation for a very high standard of quality. A typical attitude is, "You called me. You better be very good at what you do and how you present yourself if you want me to stay on the phone more than 10 seconds." The person also wants to feel that he or she is talking to the company, not some disemboweled presence located somewhere else on this planet. Callers working out of their homes require a high level of quality control when hiring, training, and managing the callers. This is not as easy to do when the callers are spread out geographically in each of their homes. This puts the burden on the company to discern whether proper quality assurance measures are being taken. The costs of sub-par calling can quickly exceed any perceived savings from payroll taxes and benefits.

These are the reasons that companies hire LimoLive24 to build their sales lead generation departments.

Companies want as much control over these critical functions as possible. This also applies to outsourcing lead generation. Outsourcing must be done carefully and with the view that it is just a stepping stone to the later integration of this function into the company.