



Benefits of Outsourcing

By Joel Pekay

I am frequently asked why a business would outsource functions like sales, marketing, accounting or human resources. Why wouldn't the business hire full-time staff instead for these functions? The simple answer is you don't need to incur the expense of adding employees in order to see growth across the bottom line.

Outsourcing works because it allows your team to focus on developing core business services or products while minimizing staff expenses that include recruiting, training, managing, and retaining sales and marketing team members. By opting to outsource, you will spend less time ramping up to a fully-functioning marketing program and sales structure. An experienced outsourced team can hit the ground running as they've spent years developing and testing sales and marketing programs that offer proven results. Let's take a look at a few of the advantages outsourcing provides.

Revenue Growth

Outsourcing sales and marketing allows you to focus on what your business does best and turn over the day-to-day of marketing and selling to external experts. While it may seem contrary to instinct, it's actually an effective model for increasing revenue. You can utilize the outsourced team to further help reduce your budget as they recruit, train, manage, and retain a top-notch sales staff that is ready to expedite your go-to-market strategy.

Cost Savings

While it may seem like a bad idea to hire an external vendor to manage marketing and sales, this is truly a worthwhile expense because it allows you to concentrate on hiring team members who are experts in your core business. Having one person on your staff who oversees the outsourced team is a much more efficient operation model and leads to a stronger bottom line. It's also important to note that outsourcing reduces the direct costs of customer acquisition. It provides flexibility for part-or full-time usage of the outsourced resources – as your business demands - providing a lower cost of prospect and customer acquisition.

Market and Business Expertise

The right sales and marketing partner will provide your company with an extension of your team - a group of experts completely dedicated to the growth and success of your business. Each member of that outsourced team brings years of experience, industry knowledge, and contacts to your business.

An outsourced team has identified, developed and optimized sales and marketing practices based on years of experience. Your company will reap the rewards without incurring the challenges associated with developing the process, which ultimately reduces operational inefficiencies.

Employee Growth

This final advantage might actually seem counter-intuitive, but employee growth is a critical component for a healthy business. An outsourced team of experts can also be used to teach internal team members how to execute an established system and processes which builds internal sales and marketing competencies. Even short-term outsourcing can lead to long-term success.



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No matter which of the above benefits to outsourcing resonates most, the key is to determine the best approach for your business and select a partner that agrees with your short- and long-term strategies. [Scuderia Partners](#) consistently provides businesses with a dedicated team of experts committed to developing and growing revenue through sales and marketing exclusively. We work across the customer life cycle, from acquisition to engagement and retention, building stronger customer connections and a scalable approach for your company's continued success.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market

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