



When Considering Outsourcing AN INSIDE SALES TEAM - EXPERIENCE MATTERS

**How TelAffects Uses Metrics to Drive
Performance and Productivity**

INTRODUCTION

Why do companies decide to outsource any function of their business? No matter what function that's being outsourced – engineering, manufacturing, accounting, marketing or sales – the objective is to gain access to resources that currently don't exist within the organization. Instead of trying to acquire and/or build what's needed to accomplish their business goals, they turn to third parties who already have the required skills, processes, tools, expertise, best practices and experience. Yes, experience matters. It inspires confidence. It delivers results.

The TelAffects management team has a combined 30 years of experience designing, deploying and managing successful inside sales initiatives. We know the pitfalls to avoid and already have a plan to overcoming any potential obstacles. From developing your strategy to refining your messaging to optimizing results, we've "been there – done that".



HIRING, TRAINING, MANAGING & MOTIVATING

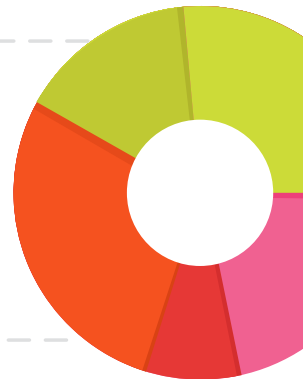
A successful inside sales starts with assembling the right team. We know that different clients and different campaigns require different experience and skill sets. More importantly, we know how to identify those skills in the recruiting process and enhance them with our onboarding, training and ongoing management.



**CURRENTLY
MANAGE 100+**
professional prospectors
and sales consultants

Have recruited,
hired and trained over
**2,000 INSIDE SALES
CONSULTANTS**

UNDERSTAND THE UNIQUE SKILLS
required for different campaign objectives – inbound,
outbound, lead generation, appointment setting,
telesales and account management.



Proven
GAMIFICATION & MOTIVATION
methodologies in place

Selected one of Orlando's Family Friendly
PLACES TO WORK
every year since our inception in 2009.



CLIENT & CAMPAIGN EXECUTION

TelAffects is an expert in B2B sales and marketing. But all B2B focused companies, markets and campaigns are not created equal. Each have distinct characteristics that may require different approaches and tactics.

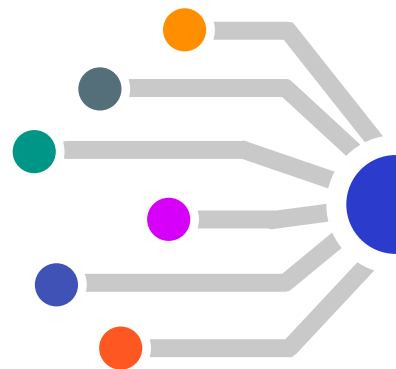
Currently partnering with
15 B2B CLIENT COMPANIES
(and our first client from 7 years ago
is still with us)



Currently managing over
300 VARIOUS CAMPAIGNS
simultaneously

CAMPAIGNS INCLUDE:

inbound call support; “human touch” workflows for inbound marketing automation campaigns; broad market outbound, targeted accounts outbound and account-based management (ABM)



INDUSTRIES, ROLES & BUYER PERSONAS

Understanding how to engage multiple people across functional areas is critical in today's B2B customer buying journey. Our clients benefit from our multi-industry, cross functional experience and knowledge. The TelAffects team can prove engagement strategies based on the specific targeted persona.



Experienced across

MULTIPLE INDUSTRIES INCLUDING

Credit, Banking, Energy, Insurance, Equities, Technology, Business Services and Personal Services.



ALL TYPES OF ORGANIZATIONS:

Enterprise, Large, Mid-Market and SMB

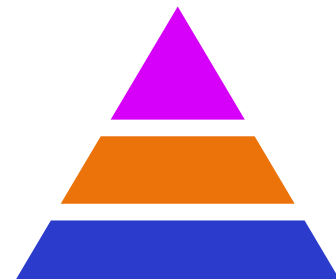


ALL FUNCTIONAL AREAS:

Management, Finance, Legal, Operations, HR, Sales, Marketing and Technology

ALL FUNCTIONAL TITLES:

C-suite, EVP/SVP, VP/Director, Manager, Owner, Partner, Office Manager



METRICS

The performance of any sales and marketing initiative should be judged by their KPIs they produce. Numbers don't lie. And our numbers are pretty impressive. Below are our results from 2016 across all of our clients and campaigns.

PRODUCTIVITY

1,817,970 DIALS



136,347

Decision Maker
Dialogs



11,703

Appointments
Scheduled



13,634

Leads with BANT
Identified (Budget,
Authority, Need &
Timeframe)



54,339

Opportunities
Qualified and
Nurtured

BRANDING & ENGAGEMENT



908,986

Prospect Specific
Voicemail Messages Left



27,269

Pieces of Content Delivered via
1:1 via Knowledge-based emails

ABOUT US

TelAffects is an outsourced provider of inside sales services. Our core competency is our ability to identify appropriate decision makers and engage them in a meaningful business discussion. Based on the discussion and the recognition of where the decision maker is within the buying process, the TelAffects sales consultants assist the decision maker in further education or helps to facilitate them through the final phases of the buying process. We leverage a proven methodology to support all of our products and solutions. Our approach combines science, sales engineering principles, process, rules and analytics to drive productivity gains and efficiency gains through the sales process. We combine these tactics with professional sales consultants who possess a consultative, solution-oriented skillset. With more than 30 years of managing thousands of B2B customer acquisition campaigns, TelAffects is uniquely qualified to support your B2B marketing and sales strategies.

We Can Help

TelAffects helps businesses implement intelligent prospecting campaigns designed to provide marketing and sales actionable information and opportunities.

**Want to learn more about driving your company's
marketing & sales performance?**

CONTACT US!