

Total Cost of a Sales Development Team



Three Reps



Salary: \$59,250 OTE (x3)

Total: \$177,750

Manager



Salary: \$91,500 OTE

Total: \$91,500

Hiring Costs



Recruiting, benefits, payroll, employment taxes, workspace, equipment = ~ 40% of salary

Total: \$107,700

Sales Tools



Data services, CRM licenses, sales enablement tools

\$10,200 / rep / year

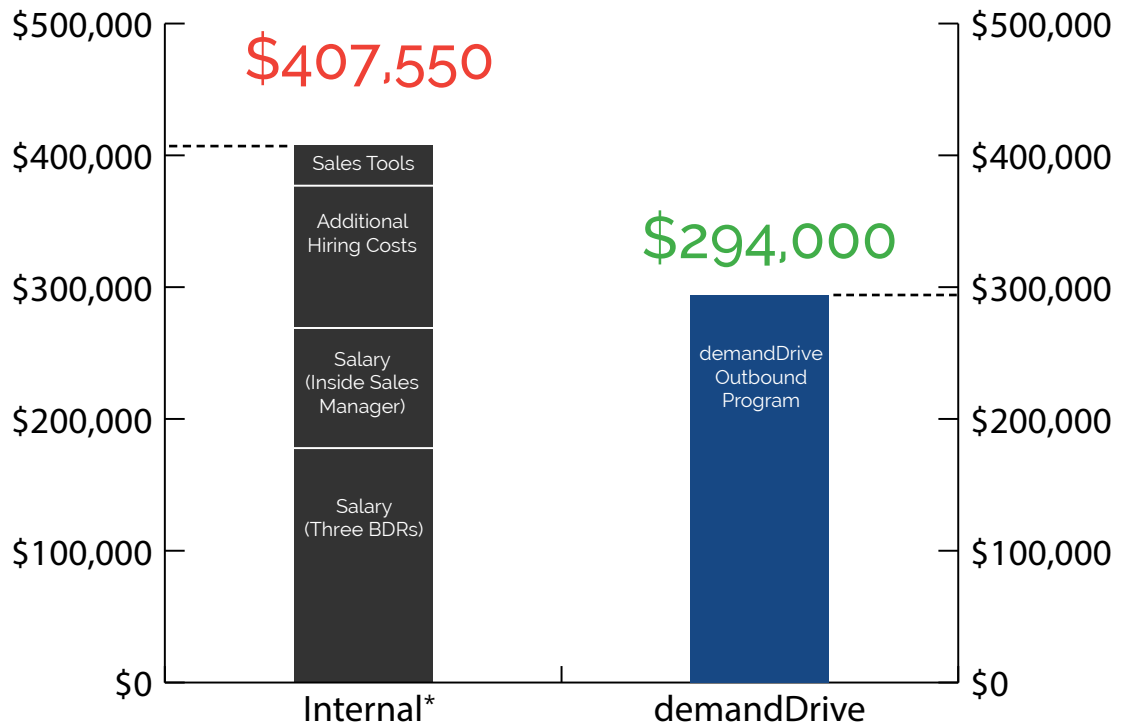
Total: \$30,600

Using a sales / business development team to generate qualified leads is a proven method of driving predictable, sustainable revenue.

However, the cost of creating this team can be easily miscalculated. When deciding between building an internal team or outsourcing the function, it is important to consider the **full cost** of hiring, training, managing, and employing a team of reps.

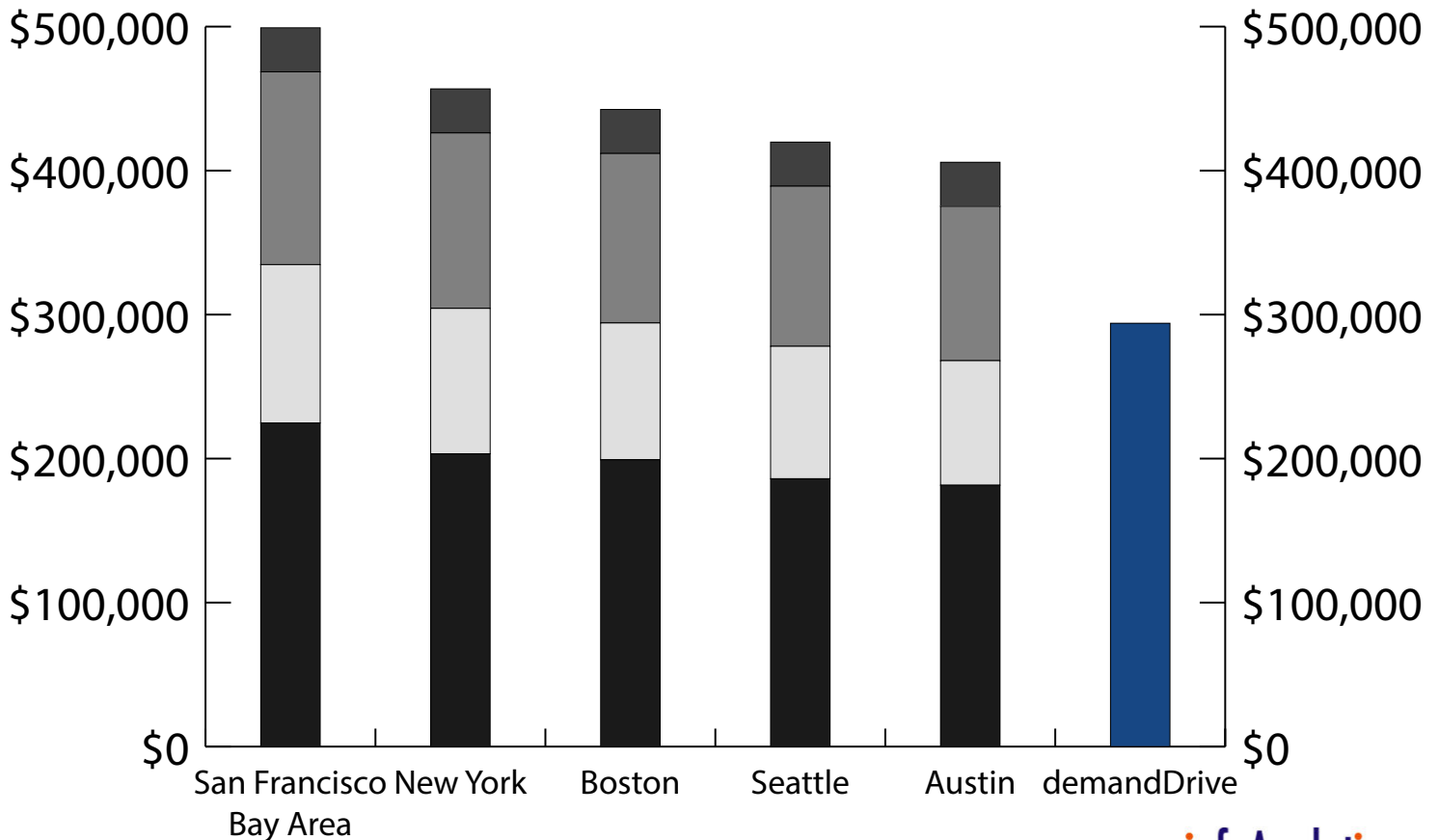
In the figure below, **we compare the true cost of building an internal team with the cost of an outsourced dD Outbound program.** On the left, the cost of each component necessary for an effective team of three reps is listed & explained.

How much does it cost to build a team of three business development reps against outsourcing the function?



*Based on national salary and employment cost averages in the tech space.

Cost Analysis of Building an Internal Team by Location:



infoAnalytica
Valid • Accurate • Reliable

How does outsourcing provide a cost benefit?

Recruiting & Training

Attracting top talent is [more difficult than ever](#). Building a recruiting pipeline is expensive and the interview process is time consuming. In addition, developing a highly effective and repeatable training program is very resource consuming.

These costs fall to the outsourced firm, who have systemized these processes as a part of their core business in order to minimize recruiting & onboarding costs. demandDrive (dD) also utilizes an established, proprietary training program to develop highly skilled reps and maximize results.

Employment Overhead

Employment taxes, employee health benefits, payroll costs, workspace, computers, and phones are all expenses that an internal team would need to add but are built into operating costs for outsourced firms.

Management

Companies typically have two options to manage their business development team:

- Hire an Inside Sales Manager to provide continuous support and maximize the results of the business development team.
- Use the (expensive) time of a Director or VP to loosely manage the team in between regular duties.

As an outsourced firm, dD is able to substantially lessen this cost by scaling with inside sales managers that can manage multiple project groups.

Sales Enablement Tools

CRM platforms, high quality data services, prospecting aids, and sales aids are all necessary tools for effective business development teams. These are scaled easily by outsourced firms, and dD utilizes the best of breed for each component.

How does demandDrive deliver a top quality team?

Support of a Large Team

demandDrive has 30+ in-house business development reps. Each day, our reps are surrounded by colleagues who have a wide range of experience, creating a collaborative environment that can only be found on large teams.

The structure of the demandDrive team provides a number of benefits that maximize both the rep's ability and client results:

- Because of our low turnover, the extended tenure of our reps typically exposes them to multiple clients, allowing them to accrue direct experience in new markets with the full backing of their existing support structure.
- The open floor plan of our office enables reps to share tactical and messaging tips in real-time. All of our experienced reps provide feedback and support new BDRs.
- Comradarie and competition are both natural and easily facilitated with the structure of our team, leading to a motivated and fully invested team.



Opportunity of a Small Team

Even with 30+ BDRs, demandDrive fosters a small team environment that is conducive to reps taking ownership of both client & internal projects. This accelerates the growth and development of each rep, enabling them to perform at high levels for extended periods of time:

- In order to provide full transparency, our reps and clients interact on a regular basis. In addition to providing a high quality service, this also creates a dynamic that encourages each rep to become fully invested in their client's success, much like an internal employee.
- Our BDRs have ample opportunity to contribute, on both strategic and tactical levels, to the growth of demandDrive. These experiences help diversify and improve their sales & business skills, creating a more well-rounded and effective BDR.
- As mentioned earlier, attracting top talent is difficult. These dynamics also help attract top, driven talent.

Unparalleled Training

dD BDRs complete a comprehensive, detailed training program during their first 6 months, after which they become dD Certified reps.

Our training program enables our reps to continuously develop their on-phone messaging delivery, preparation & research tactics, and overall sales acumen. In conjunction with our training, we run a knowledge transfer with clients to educate our reps to the fullest extent and create an extension of your team.

Some of the key inputs of our training program include:

- Internal & client-facing role plays & messaging sessions
- Intensive call coaching sessions with Inside Sales Managers and Director level resources
- Client knowledge transfer & continuous product knowledge updates



Proven, Proprietary Process

The demandDrive lead generation process is a defined, repeatable, and metrics-based process that has been implemented at 100+ tech companies.

- This process is customized for inbound, outbound, account based, and event programs. Each has unique qualities & needs but are all based on continuously updated metrics that help optimize results.
- Our Inside Sales Managers are not only dD Certified but also Salesforce Certified in order to integrate our proprietary process with CRM records and reporting. This also enables reps to work at an efficient rate and deliver quality results.
- Outbound lead generation has changed, and cold calling large lists does not produce a justifiable ROI. Our process is driven and optimized by metrics, producing predictable and sustainable revenue.

Still unsure if you should build or outsource?

[Click here](#)

We will shoot over a BDR Cost Calculator.