

OUTSOURCING MYTHS

BUSTED



MYTH

OUTSOURCING IS OFFSHORING

FACT

By definition, these two words represent two different processes and while outsourcing doesn't necessarily need to be domestic, we offer mostly onshore services unless our clients request otherwise. With our global footprint and multinational clients, we help them expand by building teams where they need them. This gives the companies we work with the freedom to decide what works best for their business in terms of language, culture, time zones, etc.

MYTH

OUTSOURCING IS JUST A COST-CUTTING MEASURE

FACT

While outsourcing is a proven way to reduce operating costs, it is also used to enable companies to stand out in the market by providing expertise, experience, and access to top talent. Our outsourced contract sales teams are fully trained with deep knowledge about your product, contributing to building your brand name and increasing quality. Our extensive understanding of sales funnels combined with utilizing the latest technology is available to you to not only generate revenue but also to establish your brand as a leader in your industry.



MYTH

OUTSOURCING GIVES YOU NO CONTROL OVER YOUR SALES

FACT

It's you who controls and approves the strategy and messaging. We execute it. We use and add our tech stack to your existing technology while giving you transparency in everything we do. You have as much or as little control as you desire, and the level of your involvement is entirely dependent on you. You strategize - we use our expertise, dedicated focus, and a renewed sense of obligation to bring the results outlined by you to fruition.

MYTH

OUTSOURCING MEANS RIGID CONTRACTS

FACT

Our "Sales as a Service" subscription model is flexible. We work with clients to create a customized solution to suit your business needs and we are open to adjustments at any stage of the contract to ensure our services always provide value and create growth. As an extension of your team, we are ready to listen and adjust and adapt when necessary.



MYTH

OUTSOURCING TAKES TOO LONG TO PRODUCE RESULTS

FACT

While it takes on average approximately 15 months to train a top-performing sales rep, MarketStar will have your team hired in 6 - 8 weeks. We allocate 90 days to allow our sales reps to get to know your product, from then on, it's all about creating growth for your organization. MarketStar is also 39% faster from the time a job request is opened, to when an offer is extended than the national average. While in-house teams are still being trained and bring no revenue, MarketStar is already selling your product.

MYTH

OUTSOURCING IS SCARY AND COMPLICATED

FACT

It doesn't need to be. Outsourcing with MarketStar is as simple as outsourcing any other services you already hire - a marketing agency, cleaning services, or even your food delivery. Our mission is to make your life easier and generate revenue for you, so your focus can be put on product development and other areas of your business. Our contract is our promise to you to deliver the results agreed upon and our experienced Account Executives are always available to answer any questions or concerns you may have.



MYTH

IN-HOUSE IS CHEAPER THAN OUTSOURCING

FACT

The list of hidden costs of a sales team is lengthy: staffing, onboarding, training, benefits, healthcare, taxes, space, software, equipment, etc. Adding an average sales rep tenure of 18 months leaves you burning money on acquisition and training costs. Outsourcing your sales reps allows you to offload these costs and saves you time and energy spent on finding the right candidate, training, and managing your team. This combined with the extra revenue MarketStar can generate for you will soon act as an answer to why so many companies see the benefits of outsourcing.

MYTH

OUTSOURCING IS A SECURITY RISK

FACT

Because data is critical for the success of modern go-to-market (GTM) teams, we ensure our facilities and security standards meet the needs of our client's expectations for data processing, technology integration, and physical security. We maintain certifications like ISO27001 and SOC II Type 2 in addition to global standards (like GDPR) and on-site controls such as closed-circuit television (CCTV) and badge access. In short, we've got your back when it comes to information security.



MYTH

OUTSOURCING IS A LEGAL NIGHTMARE WHEN YOU ARE TRYING TO SCALE

FACT

With onsite legal teams dedicated to the success of our clients and our brand, you can rest easy knowing that MarketStar will keep your operations within the bounds of any laws and regulations where we do business together. We know the local employment laws and outsourcing restrictions in every geo we do business, so you don't have to worry about compliance.

We've partnered with both Fortune 500 companies and rapidly growing businesses for the last 34+ years to deploy legal and highly efficient sales programs across the globe. We take our time to ensure all our processes follow local laws in every location we operate.

MYTH

OUTSOURCING DOESN'T PROVIDE ANYTHING MORE THAN JUST PEOPLE

FACT

People are at the center of what we do at MarketStar. However, outsourcing includes everything from proprietary coaching platforms and proven GTM processes to robust performance dashboards, prescriptive market analytics, and an industry-leading technology stack - wrapped up in a simple, fully loaded monthly budget.



MYTH

OUTSOURCING IS A HASSLE

FACT

Outsourcing your sales team seems like a complicated big step and a massive change to how your business operates. However, our 34 years of experience offering our Sales as a Service solution has allowed us to build a series of streamlined processes from the initial setup to everyday operations of our sales teams that are carried out seamlessly and effectively.

MYTH

OUTSOURCING DOESN'T OFFER CUSTOM TEAMS

FACT

After developing a deep understanding of your organization and your product, we hire and craft hand-picked teams to fit your specific needs. We look for people of your skill set, and experience matches the requirements of your project. Each team we build possesses the knowledge and considerable experience in your industry which allows us to quickly learn about your product and build stronger relations with your customers.



MYTH

OUTSOURCING HURTS EMPLOYEE MORALE

FACT

The key to a successful introduction of outsourced sales to your organization is being open and honest with your current employees on why such changes are needed and beneficial to the overall health of your business without threatening their positions within the company.

Your existing team is likely managing a heavy workload, especially if your company is experiencing growth. Outsourcing an external sales team means giving your people the support they need, expertise, and time back to focus on the crucial details. Reducing the pressure in the workplace can be vital for your team's productivity which in turn creates two sources of growth for your organization.

MYTH

AN OUTSOURCED TEAM WON'T CARE ABOUT YOUR PRODUCT THE WAY YOUR TEAM DOES

FACT

The truth is, your outsourced sales team won't only have the knowledge about your product the same way your in-house team does. Your company's success is equal to our success. Expectations and goals are created during the development stage, and you can expect us to meet or beat your internal teams' key performance indicators (KPIs).

Therefore, our teams don't only treat your product as their own, but they bring established sales processes and expertise in lead development, revenue generation strategies, persona mapping, and objection handling to drive your sales and promote your brand as if it was our own. MarketStar sales teams are an extension of your company, and we act as such making sure we know your product or service inside out and are as passionate about it as you are.

