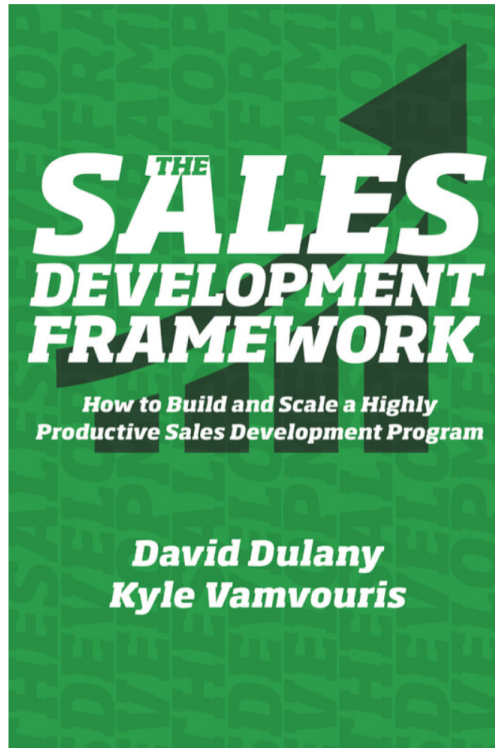


NEW BOOK: The Sales Development Framework

4/9/2021 [Comments](#)

In [The Sales Development Framework](#), David Dulany and Kyle Vamvouris lay out a proven approach detailing how to start, lead, manage, and accelerate your Sales Development program.

Whether you are a seasoned executive who needs to jumpstart an existing program, a Manager running a team, an aspiring Team Lead, or a Sales Development Representative (SDR) who wants to step into a leadership role, this book will help you develop a course for success with your team, in your company, and your career!



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The Power of Communities in Sales Development

1/22/2021 [Comments](#)

The way people buy B2B software has changed. The B2B sales process has morphed with B2C.

We're spending more time online before making a purchase, with research from Gartner showing that buyers now [only spend 17% of their time meeting with potential suppliers](#).

At the same time, we're more skeptical than ever of Google results and five-star reviews. Cold calls go straight to voicemail.

However, one thing remains: people still trust their peers.

At the same time, there's been an explosion of online communities over the last five years, a growth that's been further accelerated by the pandemic, as people look for that sense of trust and connection that they've lost.

Stay up to date on all things Sales Development!

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As buyers increasingly turn to communities to guide their purchasing decisions, they represent a huge opportunity for Sales Development professionals.

Finding the Right CommunitiesAs well as joining communities to directly help you reach your goals, you can also join communities aligned with your prospects' goals. These can be pure gold, giving you a better understanding of the challenges your prospect faces while fostering a think tank

There are four main categories of community to consider:

1. **Branded (Corporate) Communities** - These groups spring up around specific products and services, allowing people to learn more about how the solution works and interact with fellow users. For example, the [Salesforce Trailblazer community](#) gets users invested in the brand by enabling them to connect, get certified, and find job opportunities.
2. **Free Peer Communities** -These are banded together around similar interests and challenges, providing users with advice and support from their peers. Examples include [Modern Sales Pros](#) and the [Field & Event Marketing FTW](#) Slack group
3. **Paid Peer Communities** - These communities typically involve an ongoing monthly fee. This adds a certain level of status to the group, as well as encouraging greater engagement. They're also more likely to have an application process.
4. **Hybrids** - Finally, a community can combine elements of all the above elements, for example with a free basic membership with paid tiers that bring additional benefits.

As powerful as they can be, communities aren't magic.

You have to put in some effort and contribute to the community before you'll see any results.

Note: No matter how amazing your product or service is, pitching is **not** contributing. No one joins a community to be sold to. Direct answers to specific questions about tools and services are welcome, but not unsolicited pitches.

Instead, become a part of the conversation by asking and answering questions. Share your experiences and help others without expecting anything in return.

Starting Your Own CommunitySometimes, you might struggle to find an ideal community.

In that case, why not start your own? After all, chances are that others are looking for the same thing, which gives you a great opportunity to lead that conversation.

For example, we created the Tenbound Community when we saw that there was a lot of confusion around Sales Development. There was conflicting advice, along with a whole ecosystem of tools for people to choose from. Our goal was to be a partner to those in the Sales Development space and provide them with high-quality content and unbiased support.

However, creating a community involves more than just setting up a Google Group and hoping for the best. What kind of community will it be? How will you grow it? What will be in the community guidelines? How will those guidelines be enforced? Who will be the trusted admins especially when your group scales? The most important thing you can do is make your community valuable.

For that reason, encouraging high-quality participation (such as with an application process or paid membership) and regular events that promote contribution and collaboration.

A highly-recommended reading is [Mark Birch's book Community in a Box](#).

ConclusionDigital transformation has accelerated the growth of online communities, and they are only going to become more important in the buyers' journey. Whether you join an existing community or create your own, creating value for others will bring long term benefits to your Sales Development program.

Are you looking for an active Sales Development community? [Contact Tenbound](#) today to learn more about how we can help you get more appointments, more pipeline, and more sales.



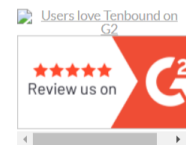
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How to Choose an SDR Outsourcing Company

6/8/2020 [Comments](#)

Whether they're looking to supplement their internal teams or build pipeline, many executives are considering outsourcing their Sales Development team. There's a tremendous amount of demand, and the industry is growing exponentially (something we've seen with the latest update of our [Market Map](#)).

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However, outsourcing comes with challenges. Anybody with an internet connection and a telephone can set themselves up as a sales prospecting organization, but that doesn't guarantee success. In our [recent study](#), we found that **only 32%** of respondents would outsource to the same firm again.

How can you choose the right SDR outsourcing company? How can you get the best results? Here are the top factors that you need to consider.

The locationWhere is the company based? Offshore companies are cheaper (typically half the price), but local providers are generally better suited for outreach to enterprise-level businesses where a high level of English is required.

For example, if you need personalized emails and calls made to prospects in the US for a high-ticket product/service, then outsourcing to an offshore company could backfire. Trying to 'save money' by going for a cheaper option is a false economy if they're not suitable for your target market. On the other hand, if you have a low-ticket offer and you're looking to increase your outreach, then offshore will likely be sufficient for your needs.

The peopleIt's common to view an outsourced service like a machine, producing leads on demand. However, that machine is made up of people, people who'll be directly contacting leads on your behalf.

When assessing a company, find out how their SDRs are recruited. Will you be able to communicate with and assess them directly? Will you be able to listen to recordings of their calls to hear how they interact with your prospects? The difference between an SDR who's just dialing it in and one that's highly motivated will have a huge impact on your results.

CooperationOutsourcing your SDR team isn't a case of set it and forget it. You can't just hand the company a list and a few scripts and then walk away. You need a strong relationship, where they have a seat at the table.

This is essential if you run into problems. They should feel that they can come to you, explain the problem, and come up with suggestions to move forward. If they don't come forward, they're either acting as a commodity, or you're treating them like one. By treating them like the extension of your company that they are and giving them input, you can work together for better results.

A standardized approachThere are three variables you have to manage when prospecting: The marketplace, the message, and the messenger. When you're considering an outsourced SDR function, you have to choose a company that can help control those variables.

The marketplace, or who you're reaching out to, is straightforward. So, if the company you choose has a standardized process, with control of the messenger, the only variable you need to solve for is the **message**. This means you can easily troubleshoot any problems that come up and pinpoint the issues, allowing you to focus exclusively on optimizing the message.

Agreed KPIsTraditionally, SDR performance is measured on how many meetings are booked. However, not all appointments are created equal. If your outsourced company is using hard-sell techniques on poor-fit prospects, you might get plenty of meetings... they just end up going nowhere. To encourage a more meaningful approach, you might also monitor their meeting-to-opportunity acceptance rate as well as the meeting attendance rate.

It's unlikely you'll be offered any kind of guarantee (if you are, that's a red flag). However, a good outsourcing company will work with you to agree on what is a reasonable result against your KPIs, then work hard to make it happen.

Information sharingEnsure your outsourced firm doesn't operate in a black box. You want to understand the processes and messaging they are using, and if successful, be able to use those with your own in-house SDR team. You'll want to develop or validate your SDR playbook with information gleaned from the outsourced team.

ConclusionSuccessfully outsourcing your SDR program is a challenge. However, by considering their location and their culture (and how those fit in with your ICP), then making sure you're both working together and agree on how to measure performance, you can give yourself the best chance of success and take advantage of the many benefits of an outsourced SDR team.

If you're looking to successfully outsource your Sales Development program, then Tenbound can help you implement the best strategy for your business. [Contact us](#) today for a no-obligation exploratory call.



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