



Decentralize
Automate
& Scale

Sales-As-A-Service

BLUMEX

SALES | MARKETING | OPS



Sales as a Service: Should you really outsource sales?

Outsourcing sales is not a new concept. Companies have been using distributors, traders and commissioners to increase their sales for centuries.

So what is new about this “sales as a service”?

The new concept is that companies are looking for long-term partners who are qualified enough to act as the sales manager of the company itself.

Traders and distributors operate as a different organization. They have their own names and structures. Final clients are usually not happy working with an intermediary. They always like to be in contact with the company providing the actual product or service.

This is where sales-as-a-service or sales contracting become useful. You get the advantages of working with an intermediary without being too distant from your client.



What are the advantages of sales contracting?



Accelerate Lead Generation

Time is the most valuable commodity. It's irreplaceable yet hard to manage. So why spend your most valuable asset in sales prospecting?

Sales contracting saves significant time in the lead generation phase. Lead generation is the most tedious activity of any sales cycle. You basically look for a needle in a haystack.

Sales contracting saves you from this boring and demotivating activity by bringing in qualified, interested leads. As the sales service supplier, BLUMEx qualifies teams that have all the skill sets necessary for lead generation.



International Expansion

At some point in your growth, you need to expand your operations internationally. However, implementing your operations internationally requires knowledge and usually network in that particular target market.

This is where sales contracting can be a great benefit in supplying guidance and support. You can use their existing network to enter a foreign market.



Improve Your Learning Curve

Each organization eventually needs to set up its own sales team. However, the road to get there is full of obstacles and risks. Here comes the partnering side of sales as a service. Your partner guides you and your team with the experience they get from the market. They are the ones who are in direct contact with the client, so they should transfer all the feedback to you.

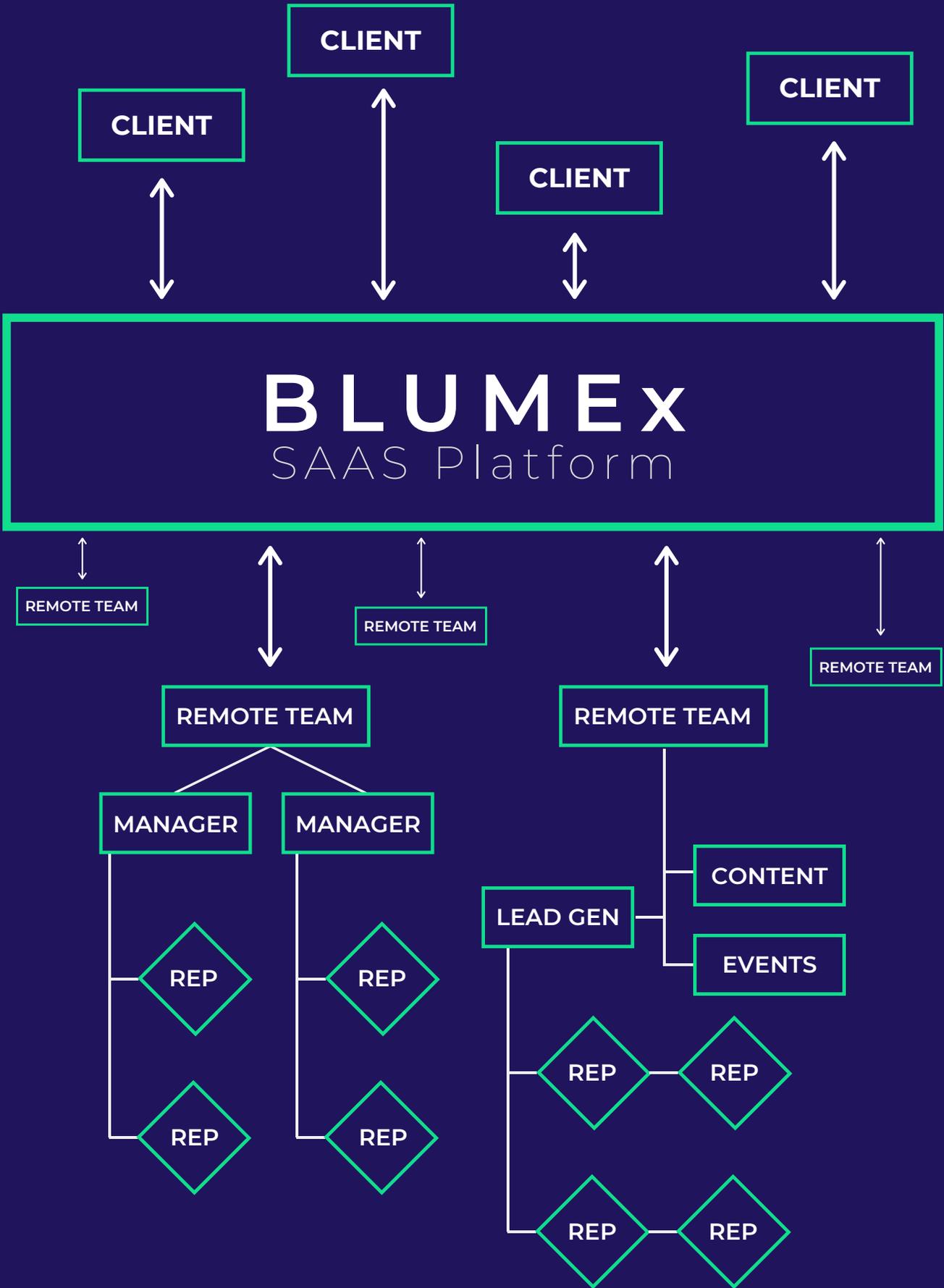


Flexibility

You are the one to determine the effort level for your sales. Do you need two full-time sales managers for your Go-to-Market strategy or 5 hours per week?

You are the one to decide with your partner. Especially for small organizations, hiring a full-time sales manager is highly costly. In addition to that, in some countries, employment laws are extremely strict. So an unsuccessful hire can be highly pricey for your organization.

Sales contracting is much less binding.



The BLUMEx platform allows businesses of all sizes to find, build, and manage independent sales teams to sell their product or service offering on their behalf.

BLUMEx allows business to decentralize revenue generation, automate its management, and scale based on their ability to deliver their solutions.

This ability to scale allows companies to attract large amounts of late-stage capital and become globally competitive companies. This means more R&D, patents, and, ultimately, better salaries and productivity.

The screenshot displays the BLUMEx platform interface. On the left is a dark sidebar with navigation options: MAIN (Reports, Insights, Spreadsheets, Leaderboard, Administration, Sales, Schedule) and HELP (Settings, Library, Support). The main content area is titled "Leaderboard for Today" and features three employee cards: Elżbieta Kumela (122 Closed deals), Michał Mazur (108+ Closed deals, "Just closed a deal!"), and Tomasz Koszyk (99 Closed deals, "Out sick"). Below these is a section for "Other employees" listing Paweł Pariaszewski, Piotr Kmita, Kamil Janus, Aleksandra Bis, and another Kamil Janus with their respective phone numbers and deal counts. On the right, an "OVERVIEW" section shows 365 Deals and \$1,670 Order Value, along with progress bars for Meetings (105%), Deals (66%), and Order Value (26%). A "NEWS" section at the bottom right lists recent activity for the employees.

The **BLUMEX** Solution

Top-performing salespeople are a breed of their own. Passionate, competitive, self-motivated, and tireless. But when your company experiences rapid growth or has a lengthy sales cycle for high value products and services, the burden on your top performers can be heavy. That's when you've got to ask: is there a cost-effective way to augment my sales coverage and drive results without driving core sales team into the ground? We believe the answer is yes. And, in our opinion, the best team-based selling solutions include a kickass outsourced sales support team from a partner you can trust. Here's why.

Building the Right Team

From everyday consumers searching for a new car to small business owners searching for a new accountant, it has become the norm for consumers in both the B2B and B2C worlds to educate themselves fully before they commit to buying any product or service. But because of this easy access to extensive information, the process of qualifying leads and nurturing the pre-sale relationship can lengthen the sales cycle and potentially put a drag on your bottom line.

Partnering with BLUMEx give you an outsourcer whose agents can not only faithfully represent your brand while successfully advancing a lead but also act as your core sales team to close the lead. This creates both efficiency and effectiveness.

Essentially, as your sales partner, BLUMEx becomes an extension of your sales team and shoulders the risk and burden of building and managing the early sales stages. Our team can lay the groundwork providing incremental territory coverage, pre-qualifying leads, setting appointments etc., so you can focus on building and delivering the best product/service, and BLUMEx resellers can focus on closing. Win-win-win.

Lifting the Burden of Training

Regardless of your industry and product or service offering, it's common knowledge that retention in sales can be challenging. Ideally, then, you need to focus your hiring, training, and retention efforts on your core sales team in order to maximize performance, boost your bottom line, and minimize turnover.

So when you add the burden of managing a sales support team in addition to your core salespeople, you're shouldering significant expense and effort. And that's before we even get to the fact that a new agent is likely only performing at a 50% efficiency rate until they learn the ropes in the field. That can mean a higher risk of potentially damaging your brand, losing productivity, and missing sales opportunities.

The solution? Outsourcing your pre-sales team to someone who knows what they're doing. The best outsourcer has a time-tested recruitment and training process, plus a deep commitment to learning your brand inside out. At BLUMEx, for instance, we understand what a true sales culture is and how to build it, we immerse our sales support agents in a supportive and productive environment, providing side-by-side coaching, continuous communication, and sales-driven incentives.

Cost Benefits That Lie Beneath the Surface

There can be more cost benefit than meets the eye with outsourcing sales. Consider the built-in costs of hiring in-house outbound sales support. The numbers are significant even when you just take into consideration the basics of getting them started: the technical infrastructure they'll need to do their job, like CRM licenses, telephony and workstations, and tech support to maintain and upgrade this infrastructure as necessary.

Speaking of technology and infrastructure, as your outsourced partner, BLUMEx connects you to teams that would be bringing solutions and systems, from dialers to lead scoring and lead delivery mechanisms, that deliver huge returns to the equation. And robust customized reporting that delivers insights and not just information can be a huge benefit to making decisions that benefit your business.

Another cost to consider with an in-house team is the management, supervision and training of those individuals — this adds management head count to your bottom line costs. Those head count costs go hand-in-hand with the cost of HR administration of these employees, including recruitment, payroll, benefits, and taxes. Overwhelmed by the hidden costs yet? And that's without even getting into the fact that for in-house reps, you'll be compensating them even for time they're not actually productive, like administrative time or personal breaks.

We believe it's absolutely worth looking into outsourcing costs. BLUMEx initial consultation will determine how engaging outsourced sales teams would affect your bottom line while simultaneously helping your core operations staff produce greater revenue.

Are You Ready to Engage independent Sales Teams?

We're confident that we can help boost the productivity and efficiency of your core team, in addition to revving up your bottom line. Outsourcing your sales will be the best move you make this year.

From appointment-setting to complex solution sales, we're here to engage with prospective and existing customers so your staff can get back to doing what they do best. Tell us more about what you need, and we'll let you know how we can help.

How to get most out of the sales contracting

Set goals

Be clear with your expectations and set quantitative goals over a period. Revise targets when necessary.

Keep all parties informed

Setting up weekly meetings is the best way to keep the communication on track. Share experiences, market information, and new developments.

Help

Even if you get professional help, you are the expert on your particular product or service. So take time to instruct the team that is going to work for you.

Be patient

Don't expect miracles to happen from day one. There is always a learning curve, give your contracting sales team time to learn and develop.

Past Clients



Simply Smart Home makes your home a little bit smarter with complete smart home automation bundle solutions. As the largest Canadian home automation service provider, it sold its client portfolio for \$200M in 2017

BLUMEx was contracted to build, operate, and manage a team of 30 commission only sales professionals servicing territories across southern Ontario. The team was able to close \$11.4M in revenue over 1.5 years.



The Green Ontario Fund was part of the provinces Climate Change Plan. It was a \$100 million investment from the Ontario Green Investment Fund to help homeowners reduce energy bills while cutting greenhouse gas emissions.

BLUMEx was sub-contracted by an agency that won a \$12M portion of the overall project. We were contracted to build, operate, and manage a team of 60 remote agents to install smart thermostats and perform energy audits for 46,000 households across Ontario.