

# Benefits of Larger Outsourced Agencies

## MANUFACTURERS DISCUSS THE IMPACT OF LARGE SALES AGENCIES ON SALES GROWTH

Expanding sales operations effectively and efficiently is a critical challenge in today's competitive manufacturing landscape. Manufacturing leaders must navigate new markets, cultivate end-user relationships, and ensure robust sales performance. Hear from manufacturers like yourself about the significant advantages of partnering with a large outsourced sales agency to overcome these challenges.

### Expanding into Untapped Geographic Regions or Channels:

Manufacturers often need help understanding the complexities and costs of entering new markets. Partnering with a large outsourced sales agency provides access to robust existing networks and resources in new geographies and channels.



**Director of Sales, Foodservice Products Manufacturer:**

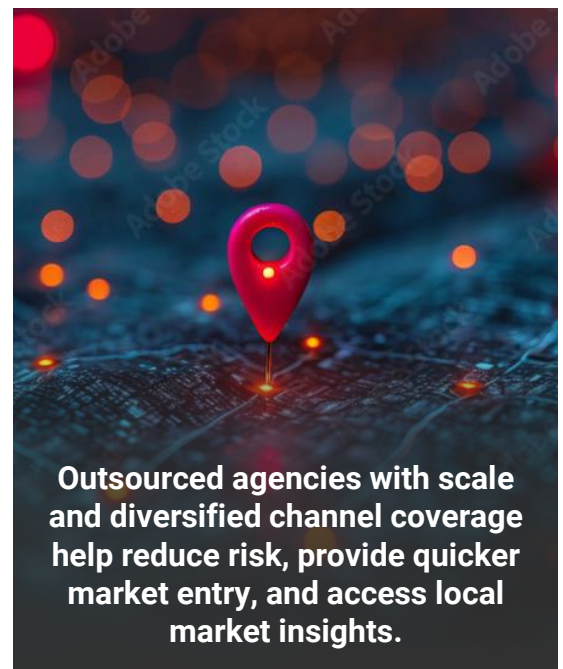
*"We use outsourced providers to expand the business by reaching new places we may not have covered, generating sales growth."*

**President North America, HVAC Equipment Manufacturer:**

*"One of the areas we evaluate outsourced rep companies on is how proficient they are at identifying potential markets and geographies that we did not have good penetration in and, together, coming up with an internal plan for our growth expectations."*

**VP of National Accounts, Electrical Product**

**Manufacturer:** *"Geographic coverage is a hugely important criteria - how fast they can execute and move around these areas."*



**Outsourced agencies with scale and diversified channel coverage help reduce risk, provide quicker market entry, and access local market insights.**

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## Existing End-User Relationships

Building and maintaining relationships with end-users in new regions can be challenging. Utilizing the pre-existing relationships of a large agency with a substantial local sales force can give a manufacturer immediate trust and credibility, faster sales cycles, and higher conversion rates.

How manufacturers find value with outsourced partners:



**Director of Sales, Jan San Products Manufacturer:** "We continue to increase the proportion of sales through outsourced sales reps because they have bigger reach and more people to call on in different companies to help us expand. They have relationships we wouldn't otherwise be able to develop ourselves."

**Senior Manager, Industrial Products Manufacturer:** "We rely on an outsourced salesforce to specify a product to our network (in engineering, procurement, and construction). We do not have enough people on the ground to have relationships with our customers. It would be impossible for us to do it on our own."

**VP of Sales, Industrial Manufacturer:** "Relationships with distributors and end-users are key. I firmly believe relationships are a part of every sales transaction and what gets you a phone call before a customer goes to another vendor. Relationships really drive this market."

**Senior VP of National Accounts, Electrical Products Manufacturer:** "There are some cost-saving considerations, but really, I choose the reps that have the best end-user relationships for what areas I really want to focus on."



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## Market Reputation

Manufacturers need reassurance that their brand will be well-represented when they partner with an external agency and that the sales team will deliver on the agreed-upon goals. They often look to their personal and industry networks to find large agency partners with proven performance and stellar reputations.

Manufacturers are looking for reputable outsourced agencies that can help in various business areas:



**Director of Sales, Client, Jan/San & Safety Manufacturer:** "A good agency is one with a lot of tenure in their organization and a really good training process to onboard new reps and have them be mentored for several years - that really shows their commitment. Their team needs to be very knowledgeable about the industry and customers."

**AVP, OEM Consumer Electronics Manufacturer:** "Reputation is king. Without a good reputation, you won't have good relationships."

**SVP, Client, Janitorial Supplies Manufacturer:** "We want to be able to rely on our outsourced agency for business planning. One where you can trust their judgment. Many reps don't have great strategies and are less effective."



Partnering with a large outsourced sales agency like Forward Solutions offers manufacturing companies significant advantages.

Drive unparalleled growth opportunities with Forward Solutions, **the #1 ranked agency for service and satisfaction**. Our expertise opens doors to new markets and builds lasting end-user relationships.



**Contact us today for a personalized consultation.**

**Let Forward Solutions drive your success.**