

The Outsourced Sales Strategy You Haven't Tried Yet

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What's the Difference Between Direct and Outsourced Sales?

Direct sales involve an in-house sales team that manages all sales activities, from lead generation to closing deals. This approach provides businesses with direct oversight of their sales processes and strategies.

Outsourced sales, on the other hand, refers to the practice of hiring an external team or company to manage sales operations. This team acts on behalf of the business, utilizing their expertise, relationships, and resources to drive sales.



There are four main differences between a direct and outsourced model: Level of oversight, expertise, costs, and scalability.

Oversight: Direct sales provide full oversight of sales activities, while outsourced sales involve entrusting specific responsibilities to the external partner.

Expertise: Outsourced sales teams bring specialized skills and industry experience that may not be available in-house. In addition to their expertise, they often have established relationships with end-users, distributors, and key vertical markets that may not be accessible to manufacturers. These connections can accelerate market penetration, open new sales opportunities, and strengthen the overall sales strategy.

Cost: Maintaining an in-house sales team can be expensive, while outsourcing offers cost savings through variable, commission-based structures. Additionally, outsourced sales teams typically experience lower turnover than in-house teams, reducing expenses related to onboarding and training.

Scalability: Outsourced sales offer greater scalability, allowing businesses to adjust their sales efforts based on market demand.

Unlocking Sales Growth

Advantages of Outsourced Sales Models

Revenue Growth: Outsourced sales teams can leverage relationships with distributors to provide access to fragmented end-user bases. This approach increases end-user retention and allows businesses to scale quickly across new geographies, driving significant revenue growth.

Greater ROI & Flexibility: These teams offer more efficient sales coverage and better value than in-house teams. With a variable commission-based cost structure, businesses can achieve greater returns on investment and enjoy the flexibility to adjust costs based on performance.

Access to Expertise: Outsourced sales companies are a trusted product and market resource. Their deep knowledge enhances sales and customer service functions, ensuring end-users receive high-quality support and information.



What to Look for in an Outsourced Sales Agency Partner

- **Relationships with Target End-Users:** Look for agencies with long-standing relationships with key end-users and distributors.
- **Geographic & Channel Coverage:** Ensure the agency has the geographic and selling coverage needed today and in the future.
- **Deep Industry Experience:** Find agencies with a proven track record in your industry.
- **Technology & Tools:** Choose partners that leverage advanced sales technologies and tools, providing visibility into current activities and sales opportunities or trends.

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Why it matters

Outsourced sales present a compelling strategy for businesses looking to grow their sales and expand their market reach.

Companies can make informed decisions that align with their goals by understanding the differences between direct and outsourced sales, weighing the advantages and watchouts, and identifying key characteristics of top outsourced sales companies.

Outsourced sales could be the key to unlocking new growth opportunities for your business.

About Forward Solutions

Forward Solutions offers top-tier outsourced sales services tailored to your business needs. With a proven track record across multiple industries and ranked #1 for end-user relationships, they use advanced sales technologies like REvit® sales insights and SaleSpark® customer interest analytics to drive significant revenue growth.

By partnering with Forward Solutions, you can leverage their expertise and scalability, allowing you to focus on core business functions and stay ahead in today's competitive market. Consider Forward Solutions as your trusted partner in driving sales success and unlocking new growth opportunities for your business.

*Top NPS Score from 2024 External Study across US Manufacturers & Distributors in Facility Supply, Foodservice, Industrial, and Electrical Channels © Forward Solutions 2025. All rights reserved.