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# Q-Tips

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**Fact: Over 94% of Fortune 500 companies are outsourcing at least one major business function.** (Source: Outsourcing Alert, June 2011).

"Today, outsourcing is not just a trend; it is an integral part of how smart companies do business", "...a company concentrates on its core business and relies on outsourcing partnerships to get the rest done" – Harvard Business Review

When does outsourcing make sense? Take a look at three of your core objectives: finances, business competencies and technological advantages. Outsourcing can **reduce expenses, control costs, preserve capital** and/or **avoid additional investment expense**. Any area that is not a core function of your business, outsourcing will **make your organization more competitive**. Outsourcing can provide **flexibility, improve the level of service**, give the company **new talent**, or **help solve problems** stemming from the increased complexity of technology.

To stay competitive, a company must outsource non-core aspects of their business; because each partner brings their "core competence" to the effort, making it possible to create a *best of everything* organization. As a result, all functions and processes could be world-class - something that no single company could achieve (Business Week).

A case study was completed several years back on IBM in regards to outsourcing. About two decades ago, IBM was placed in a very tight spot by leading competitors in the industry. They knew that they needed to change their weaker business competencies to invoke positive change. A decision was made to outsource the function of having a call center – to improve their cost structure while retaining their world-renown quality service. The outsource allowed executives to focus more on the 'what' instead of worrying about the 'how'.

The successful outsourcing of call center services into IBM's corporate structure required that all call center reps receive training to develop the required product knowledge and customer skills to act as an agent of IBM. The results were very dramatic:

- Cost of customer contact reduced 97% - from \$500 for field contact to \$15 for telesales contact
- Shortened the field sales cycles up to 80%
- Generated 125% of goal for leads
- Exceeded customer expectations 78% of the time - based on a customer service satisfaction survey

Built a marketing database - with customer information that improves targeting, responsiveness, relationships, and retention.

Start lowering your costs while improving sales, customer satisfaction and growing a client database. See how your business can benefit from outsourcing call center functions, call QCSS today at **800.609.9046** and let us share the advantages of our core competency with you!

QCSS, Inc. **generates revenue opportunities** for companies who want to **increase the efficiency** and **effectiveness** of their sales and marketing efforts. Our team of professionals performs inbound and outbound telemarketing, appointment setting, and other front-line sales activities that companies have traditionally found difficult to measure, manage and staff.

When we combine our **industry experience** with our clients' **aggressive sales targets**, we fill that unmet need called 'execution', and **empower our clients** to achieve **great results**. With QCSS, Inc.'s **proven process**, our clients **maximize** their front-line sales productivity, and ultimately their company's **profitability**.



**Samurai Business Group: The New Selling Dynamics**

"The future ain't what it used to be."  
- Yogi Berra

## The Relationship / Trust Economy

The current market dynamics are vastly different than any previous market. The prospect's increase in perceived personal risk (economic conditions, loss of faith in soci-etel institutions, terrorism and global political upheavals), rapidly changing demographics (especially generational), the ubiquity of technology (especially the Internet), and the rise of hyper-competitive markets due to globaliza-tion; all have contributed to today's volatile marketplace. However, the one constant in every market has always been, and will always be, that a *human being* is making a decision whether or not to buy.

History teaches us that in times of great upheaval and uncertainty, people seek safety. In the marketplace, safety means being able to trust that the buying decision will not come back to haunt you. In the business-to-business markets, this means that the customer must believe that the vendor will deliver as promised, and that by making this decision, they will not be jeopardizing their positions in their company. In addition to the anxiousness associated with the buying decision itself, the customer is also affected by the wide-ranging angst that is the result of the state of today's society.

## The Changing Nature of Sales

Selling in today's market can be frustrating, upsetting, and confusing. There's a good reason, too. The selling process most companies follow is outdated—developed for a market in a different time and with different needs and priorities.

In the past, vendors and their salespeople were the main—and very often the sole—source of information for the customer. The dawn of the information age and the rise of the Internet have irrevocably altered the market environment and have rendered traditional sales processes obsolete.

Today's more sophisticated and informed customers have numerous and readily accessible sources of information about products, competitors, and industry developments and trends. They no longer want to be "sold" to. Instead, they want to "buy," and they expect salespeople to help them through the buying process, not simply move them along the salesperson's sales cycle. As in Darwin's theory of evolution, sales organizations must adapt to the changing environment in order to survive.

Think about the long-established job of the salesperson. Salespeople traditionally present and explain a company's products to prospects. The product and its features are, in and of themselves, enough to cause the prospect to buy, as long as the salesperson understands the product and presents it in the best possible light. A personable, affable, and enthusiastic demeanor on the part of the salesperson also helps.

In this new millennium, however, salespeople have a different job to do. They are no longer required to educate customers in quite the same way or provide the same information that salespeople traditionally provide. For one, you, the salesperson, are competing with companies all over the world. You're also facing sophisticated cus-tomers who may know even more about your company, products, and competitors than you do.

The Sales Profession is currently undergoing remarkable change. In the past, improving sales performance involved the development of new sales models that usually focused heavily on technique. The new market demands that we focus on more substantial changes to better support the buying process. In embracing this new sales mentality the sales profes-sional must transform from the role of facilitating cus-tomer relationships to becoming the creator of improved customer value. To accomplish that task today's sales pro-fessional must have detailed knowledge of buyer purchase behavior; certainly from the perspective of corporate need, but perhaps more importantly from the personal needs of those involved in the acquisition process.

Business-to-business transactions are no different than consumer decisions—they're personal.

Why? Because businesses do not buy and businesses do not sell—*people do*. This is the first rule of thumb a sales team should follow when selling a product to another company: *focus on the perceptions, beliefs, and motivations of the people making the decision*. They are in control of the business' buying decision.. It is the seller's job to connect with the buyer on a personal level.

Samurai Business Group specializes in helping companies *turn their sales forces into a competitive advantage*. Their revolutionary Buyer Process Management Model™ is the basis for the Samurai Sales Mastery™ training program, and their Shogun Sales Management Mastery™ training program is based on management best practices combined with scientific research on human behavior. Learn more about the Samurai Business Group at [www.samuraibizgrp.com](http://www.samuraibizgrp.com) or call: **312.863.8580**.

