



# **B2B CUSTOMER ACQUISITION REPORT**



# INTRODUCTION

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In today's environment, without a consistent flow of qualified sales leads no business or organization can survive.

The problem is that most sales teams are not empowered with the proper tools to generate enough quality sales opportunities to see a significant uptick in MoM (month over month) growth.

After nearly 10 years and working with hundreds of organizations and sales teams across nearly every vertical you could imagine, we've condensed our experience and this invaluable research for one reason:

We want to help you make smarter, **profitable** decisions about where to allocate your time, money and resources in the coming year by looking at real-world data from the top-performing B2B lead generation and sales organizations in the world.

For decades, marketing and sales teams have leaned heavily on the dreaded mass messaging "spray and pray" or "shotgun" approach, OR they've sat around waiting for inbound leads and referrals.

It's not that things are changing, they've already changed. The old way of generating leads with mass messaging campaigns doesn't work anymore.

The rise of new social platforms, and endless software solutions to gauge campaign profitability has only escalated the competition to new all-time highs.

**"LinkedIn is changing rapidly post Microsoft acquisition. What worked 6 months ago no longer applies today. The key is to swim alongside that current of change, rather than fighting it."**

**-Michael Moynahan,  
Founder, B2B Insiders**

What the mass messaging spray and pray approach has led to is more frustration as lead quality and closing percentages plummet. Additionally, LinkedIn profiles are getting banned faster and without warning for exceeding LinkedIn's new restrictions.

B2B Buyers have changed. They are more sophisticated. They are more discerning. And with so many offers being presented to them both online and offline, trust (for many) has become an uphill battle.

How Do You Solve This Problem?

This report will identify 6 key shifts or trends that have enabled some of the most forward-thinking sales and marketing teams to streamline their pipeline development processes, improve their relationships with their target market, and most of all drive more revenue leveraging the latest LinkedIn growth marketing strategies.

Before diving into the secrets that these high-performing teams rely on, let's clarify what "Pipeline Development" actually is.

## Pipeline Development

Pipeline development is not the act of filling your calendar with qualified sales appointments- but rather the act of developing these sales opportunities properly over time, in a way that ensures they are properly nurtured and vetted **before** they even enter your sales "pipeline".

Pipeline development creates the sales meeting.

Sales closes it.



The background is a close-up, slightly blurred image of a computer keyboard. Several social media icons are visible: a Twitter bird icon on the left, a LinkedIn 'in' logo in the bottom center, and a Pandora logo on the right. The text is overlaid in the center of the image.

# Why Are Forward Thinking Companies Investing More Than Ever In Their Pipeline Development?



## Three Reasons:

### # 1 More Consistency with High Quality Lead Flow

With a robust pipeline development strategy leveraging LinkedIn, you have the ability to hand pick your leads, while ensuring they are the right leads worthy of your attention. This is what we like to call the "sniper" approach, where a carefully crafted personalized message delivered at just the right time skyrockets conversion rates and ultimately close rates.

ABM marketing is not dissimilar, i.e. targeting specific companies as prospects, and nurturing them to a close.

With the sniper approach, you protect your sales team's most important asset - time. Your sales reps will only take appointments, demos, or consultations with top quality leads.





## Three Reasons:

### #2 New LinkedIn Features Allow You to Build Long Term Relationships with Your Prospects While Lowering Your Cost per Acquisition (CPA)

Most pipeline development & lead generation agencies focus on the short term as they burn through lists of cold prospects in hopes of seeing short term ROI for their clients.

But if done correctly, pipeline development will become a long term, scalable asset you can rely on to deliver sales opportunities while empowering your team with more free time to focus on strategic growth initiatives.

A proper pipeline development strategy not only makes your team more time efficient, but allows you to also close the 3% that are ready to buy from you right now (more on this in a second).





## Three Reasons:

### # 3 Asset Protection and "Future Proofing" Your Organization

Without a reliable and concentrated approach to create new sales opportunities your pipeline will begin to dry up immediately the moment something goes wrong.

Sitting around waiting on referrals and inbound leads alone lacks predictability and in turn, scalability.

Events are expensive, unpredictable and rely on the host for quality, and the majority of traditional advertising methods are more for the "**awareness**" or "**top of funnel**" stage of the B2B Buyer Journey rather than directly driving revenue.

You could wait for your sales team to do the lead generation but this leads to frustration, lack of consistency and quality, lack of focus. They've got better things to do. Like closing.

**Instead, having a reliable system in place to consistently generate sales opportunities allows for better forecasting, meeting or exceeding KPI's, and ultimately growth.**





# What to Expect In this Report

## 6 Major Shifts

**The six major shifts, or trends that we'll uncover has come from years of experience on the front-line working with entrepreneurs and marketing and sales executives committed to taking control of their lead volume and sales pipelines with the help of B2B Insiders.**

**You'll learn how companies of all sizes can improve their B2B lead quality, better allocate their time to revenue driving activities and develop stronger customer relationships. This ultimately leads to an increase in Customer Lifetime Value (CLTV).**





## But first... Who Is B2B Insiders?

B2B Insiders is a team of the world's top B2B growth marketing experts - we act as your marketing and pipeline development partner. Consider us the "human accelerant" to your B2B organization's profitability and success.

Our priority is being highly cost efficient while empowering your sales team with the right opportunities to close high-value clients, so that you can meet or exceed your sales KPI's every single month.

Founded by 4X CEO and Founder Michael Moynahan, B2B Insiders has optimized the sniper-centric lead generation system for his own business, and we now implement this exact same system for thousands of clients in just about every business vertical you can possibly imagine.

Our clients have generated over \$200M in new revenue from the leads attributed to the foundational marketing strategy we've implemented for their sales and marketing teams.

## The B2B World Has Noticed...

- Sourced leads that led to over \$200m in client sales
- Co-Founder, Strue (digital currency startup in partnership with MIT and Harvard Law School)
- 300+ 5 Star Client Reviews on Google
- Recognized globally as leading experts in LinkedIn Ads
- 4X Founder & CEO (2 successful acquisitions)



**Mike Moynahan,  
Founder, B2B Insiders**







## To Summarize:

**This report will reveal the latest B2B growth marketing strategies, and important considerations from the B2B sales and marketing teams who have "opened the floodgates" on their lead generation and pipeline development.**

**The result is a well-oiled machine that allows companies to identify and nurture top prospects to qualified leads, qualified leads to sales appointments and sales appointments to paying clients.**





# Shift 1

The Omni Channel Approach  
"Be Omni Present with Your Prospects"





# Omni Channel Approach

## "Be Omni Present with Your Prospects"

As the LinkedIn, Google and Facebook algorithms change and continue to evolve, being over reliant on any single marketing channel can affect your entire business.

That alone is reason enough to strongly consider using an omni-channel approach, but it's not just related to the fear of the unknown. The real driver of including as many channels as possible in your outreach to prospects is based simply on data.

**Over 80% of high-performing sales teams use at least three marketing channels and create at least 15 touch points per prospect.**

Why are so many of these teams taking an omni-channel approach? Because they've learned that showing up in your prospect's preferred channels and "being omni present at all times" is how you break through the noise and create clarity.

Internally, we call this **"Operation: Omni"**

Why should you "be omni present"? It comes down to simple math: You will lose sales opportunities if you are not connecting with potential prospects on all of their preferred channels where they hang out.



# Timing and Context is Everything

Understanding what channels you should incorporate into your B2B Buyer Journey and how they can align to feed one another and work together, allows you to engage with your prospects with the right messaging at just the right moment.

It's no secret we humans have an incredibly short attention span. On average, we have just 1-2 seconds to capture a prospect's attention.

This is due to the amount of stimuli fighting for your prospect's attention in the first place. Marketing messages and ads are produced at an historical level and the barrier to entry for launching a new business is lower than ever..

The average human sees...  
**5,000 ads**, marketing messages,  
and emails in a single day.

Your prospects are overwhelmed.

In other words, right now it is easier than ever to get your brand in front of your prospects but harder than ever to capture their attention.

So how do you stand out from the noise and create opportunity amidst the clutter and chaos?

Read on in the report to find out the other trends that will allow you to stand out...



# Omni Channel Strategies that Cut Through the Noise

## The Best Places to Start

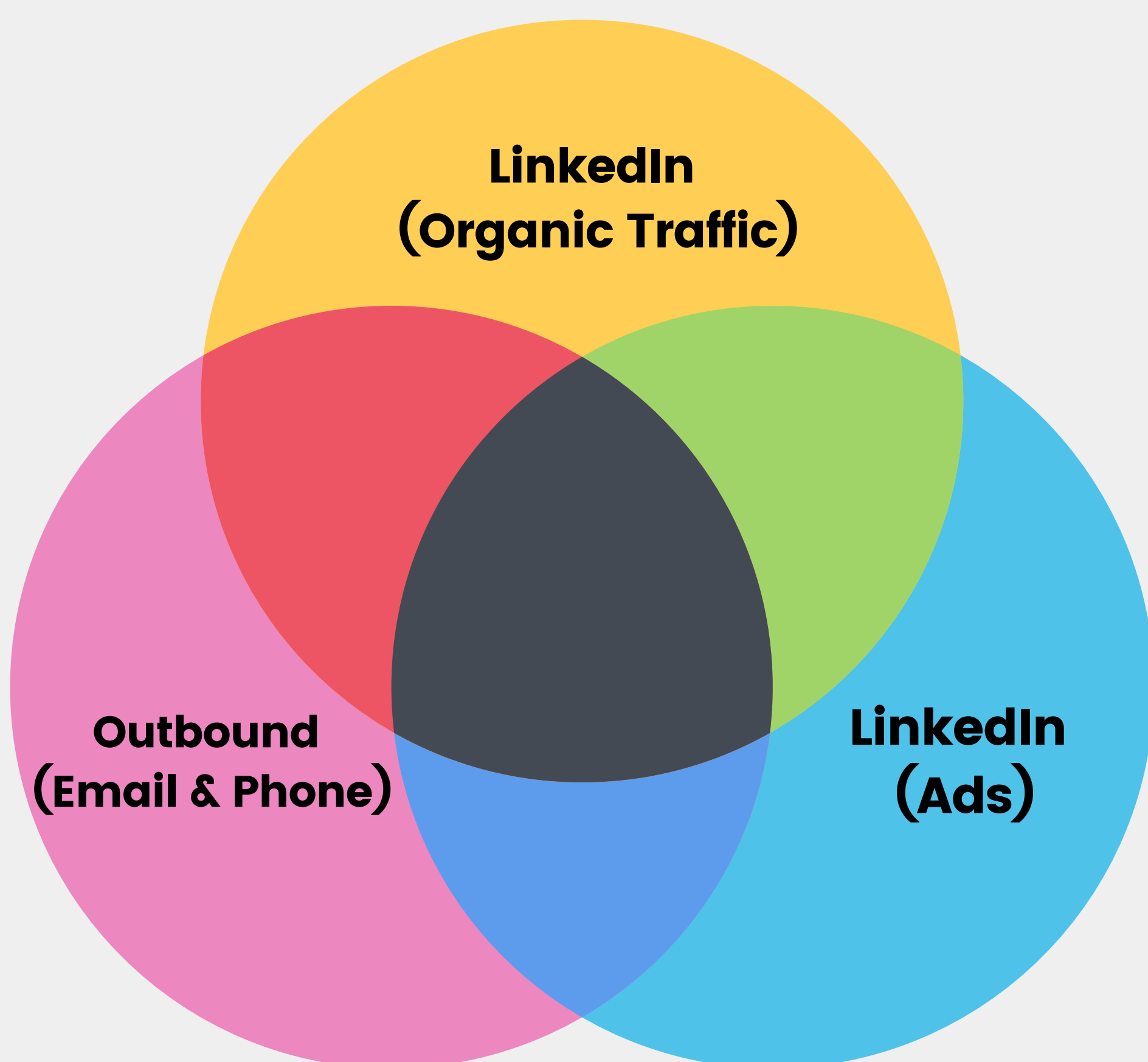
If you want to stand out and cut through that noise, knowing where to start is key.

For most B2B businesses, “Operation Omni” may not be feasible. Being everywhere takes resources.

While you might not be in a position to be everywhere at once, focus your efforts on the most relevant platforms.

You’ll learn how companies of all sizes can improve their lead quality, better allocate their resources and develop stronger relationships with their prospects built on trust.

There are 3 places we recommend you dominate before moving on to something else.





# So Why Do Top Performers Turn to LinkedIn?

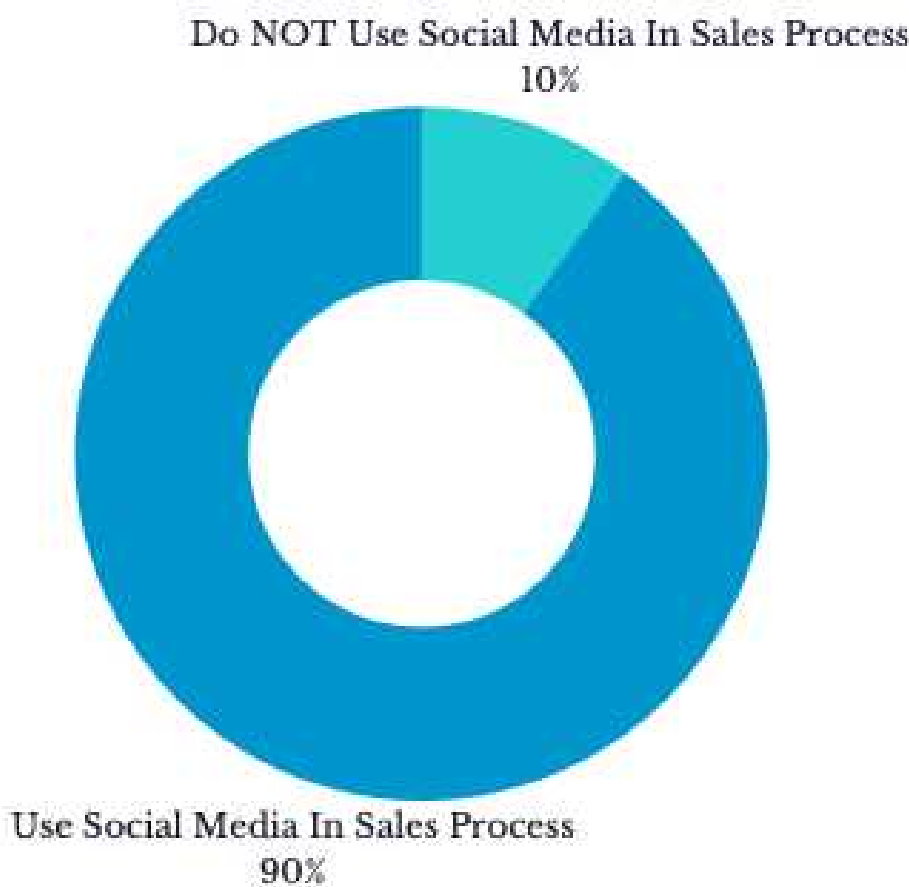
LinkedIn is the #1 social media platform for lead generation and pipeline development.

It's a goldmine for prospectors and is a constantly evolving platform, making it the perfect place to find, engage and convert your prospects.

## Did You Know?

That 90% of top-performing sellers use social media in their sales strategy?

That is a huge amount of people turning to social media in order to find leads and grow business, but there's more.



Recent studies also identified that roughly 80% of all social media leads for B2B Marketers come from LinkedIn



Through Social Media By B2B Marketers Come From

LINKEDIN



# Your Clients Are There In a Decision-Making Mindset...

43%

of LinkedIn's 630M+ members are in a decision-making roles.

In a study of over 5,000 Businesses Hubspot found that LinkedIn traffic generates a

7x higher

conversion rate compared with Facebook and Twitter.

74%


of B2B buyers do half of their research online before they buy according to Forrester Research.





# What's the Takeaway?

**If you or your team are not actively building relationships with your prospects on LinkedIn through strategic content and outbound marketing initiatives then you are missing out on an incredible opportunity.**





# Email Marketing Is Still 100% Effective

Many “gurus” will claim that “email is dead” due to over saturation and recent changes that affect inbox deliverability, but there’s a reason that top sales closers still rely heavily on email.

The truth is email as a sales tool isn’t dead. Far from it.

## Fact

According to Outreach.io, email is 40 times more effective at landing new customers than Facebook and Twitter combined.



As the person responsible for setting your sales strategy, you need to know how to take advantage of this so your emails arrive in your prospect's inbox 100% of the time.

Rest assured that it's possible, and that professionals still use email as a primary channel for communication. Meaning there’s a way to tap into the power of that channel.



Cite Email As The Channel That Has The Biggest Impact On Revenue



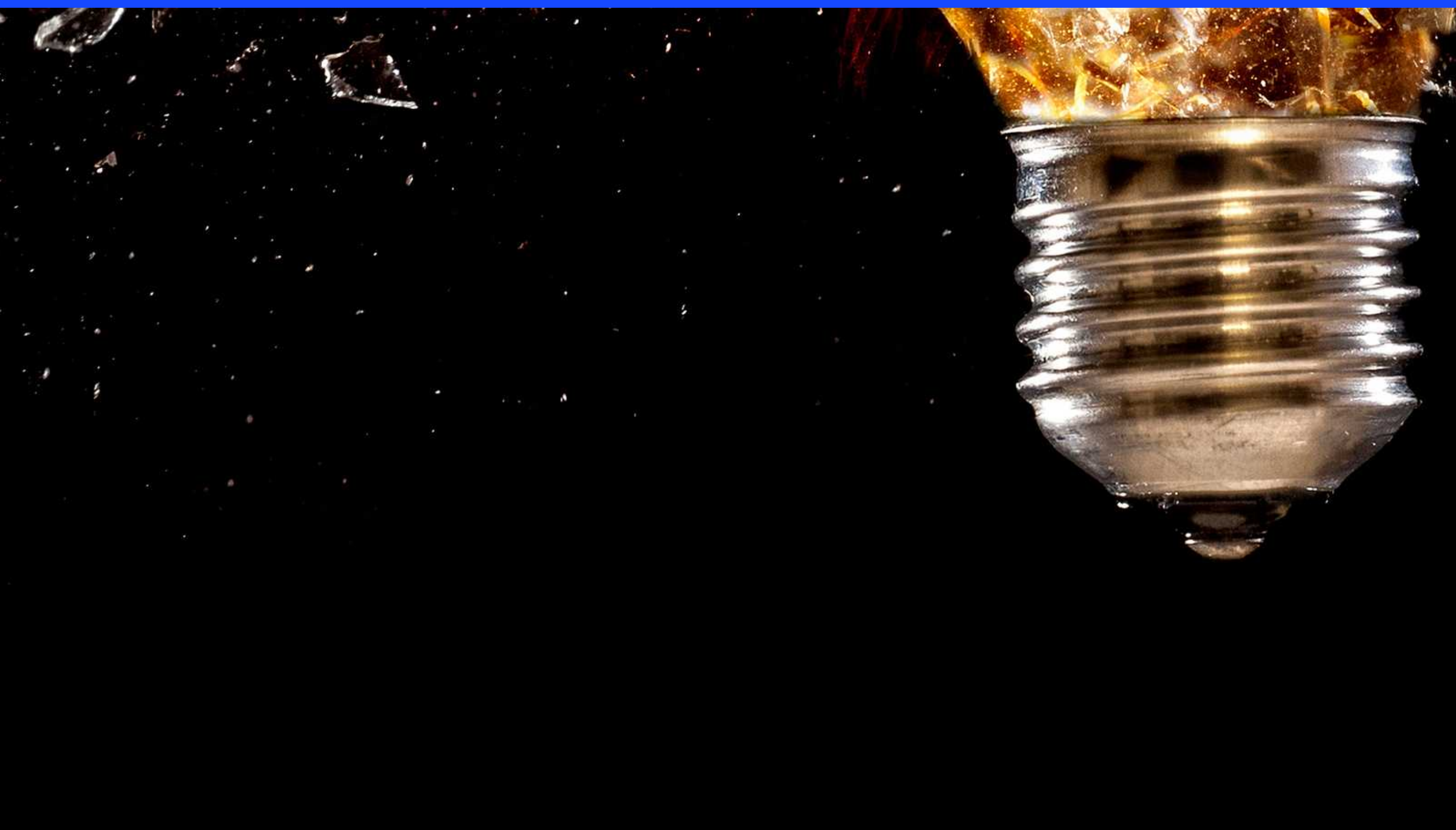
Use Email Marketing to Generate New Leads





# Myth Buster!

**Email is NOT dead. In fact, it's one of the highest ROI strategies – allowing you to build a business relationship with your prospects instantly.**





# Believe it or not, people still rely on the phone for business!

## Did You Know?

40% of salespeople say the phone is the most effective sales tool at their disposal.

What about using the phone for lead generation and sales development, not just for the actual sales call?



Having your sales team call prospects to set an initial sales appointment accelerates the relationship as giving a voice to your message (rather than only relying solely on digital messaging) generates more trust.

When your team implements phone outreach into their approach to relationship development with prospects, their leads show up to the actual sales appointment vetted and with more trust built from the first interaction.

## Why Is the Phone Still So Effective?

### Attention

When a prospect is on the phone it is one of the only channels that you have their undivided attention.

### Rapport Builder

Studies have shown that tone of voice alone can be responsible for up to 38% of a person's decision of whether or not to trust you.





# Scaling Up for Rapid Growth

**Have a large sales force or want to grow even faster?**

Since the Microsoft acquisition, LinkedIn has gone live with 29 new advertising features that allow you to lower your cost per click by as much as **80%**.

LinkedIn Ads (especially for B2B) is a perfect solution to quickly scale your efforts and generate warm lead lists for your reps to contact.

Combining paid social ads with LinkedIn outbound messaging, email, and phone will give you a sure fire system to get hundreds or thousands of qualified SQLs every month.





## If You Read Anything In This Report, Read This.

Just like every prospect is different, so is every marketing channel. Each have their strengths and weaknesses. It's important to note that, if operated in a vacuum, their effectiveness is significantly diminished. The entire B2B buyer journey is truly greater than the sum of its parts.

Remember, 80% of high-growth pipeline development organizations rely on a multi-touch sales & lead generation strategy to hit their KPI's.

Relying on one source of leads is not only dangerous but it limits your potential prospect pool by neglecting how your prospects want to be engaged.

## This is the difference between you and your competition

Each channel offers different combinations of audience reach, performance, and so on, so it's worth considering carefully which channels - or preferably, which combination of channels - will give the highest ROI.

Mastering the big three (LinkedIn free traffic, LinkedIn ads, and outbound email/phone), and using them in a way so they are complimentary of one another, will drive your sales development, lead generation efforts and close rates.

That said you need to do it the right way to stand out above the noise and create more sales opportunities online.

If you'd like to discuss how our team can help with some or all of your multi-channel outbound leads, set up a time to talk to our VP of Strategic Partnerships about your options on this page: [b2binsiders.com/lets-talk](https://b2binsiders.com/lets-talk)





# Shift Two

**Clearly Defined KPI's and Responsibilities Lead  
To A More Productive Sales Team**





## Your sales team should be selling more

Is your current sales process actually standing in their way?

It may be.

Here's why. According to Salesforce:

**On Average sales pros spend only 36% of their time on selling related tasks.**

And

**42% of sales professionals say prospecting is the hardest part of their job.**

The rest say it's closing (36%) or qualifying (22%)

Incredibly, this means that most B2B businesses have their sales team spending 60% of their day doing tasks that:

A. Are not the main reason they were hired.

B. Are what 60% of sales professionals struggle with the most.

So not only are your closers doing work that does not directly result in revenue, you are also risking burnout by having them do tasks that they do not fit into their core competencies.



## You should care about this. Here's why:

According to Forbes Agency Council,

“Optimistic sales professionals outperform pessimists by 57%. That’s even true when pessimists have better selling skill sets.”

If your best salespeople are spending the bulk of their day their time doing admin tasks, they are likely underperforming because of this.

**Your closers should be closing.**

- Not tinkering on LinkedIn.
- Not writing and sending one-off emails. Not prospecting.
- Not cold calling a leads list.

Overloading your sales team leads to missed opportunities and communication breakdowns with prospects.

This means that you need to provide a way to manage prospecting and admin tasks, without bogging down your sales team’s time.

Because of the common approach of tasking closers with responsibilities outside of their comfort zone, many businesses develop leaks in their sales pipeline.

In fact 44% of executives think their organizations are ineffective at managing their sales pipelines. (Harvard Business Review)





## Here's the bottom line:

Effective sales development means maximizing the productivity of your sales team. You need your team to focus on what they are best at.

You want them dialed in on the work you hired them for - closing.

If you're interested in partnering with an expert lead gen team who can do the prospecting and on behalf of your sales team, allowing them to focus on managing and closing the sale with their best leads, we should talk.

Click below to schedule a call with our team to talk about your current lead gen approach and how we can help you streamline and ramp-up your sales development processes:

[b2binsiders.com/lets-talk](https://b2binsiders.com/lets-talk)





# Shift Three

**The Way B2B Customers Are Making  
Purchasing Decisions Has Redefined Sales &  
Marketing Alignment**





## A Change Is Underway in B2B Marketing

In the past, business was centered around an in person meeting. Inherent in any deal was the relationship you had built behind the client's signature.

While that still holds true, digital marketing has turned both brands and prospects alike into just another number on a spreadsheet. Another penny in the funnel.

The modern business operates at the corner of quality and quantity. Meaning that you need the volume required to hit your sales goals but your marketing and sales teams need to be aligned on a similar overall goal and the strategies they'll use together to hit that.

**Because it's not enough to just get leads, you need the right leads.**

The kinds of leads that come in are affected by the fact that too many organizations have a divide between the metrics they track.

Marketing teams will often track metrics like MQLs, clicks, form fills, and more, as part of their KPIs. But their team as a whole will often be looking at brand awareness, consistency, their positioning in the marketplace, and their engagement numbers.

Sales historically are driven by more shorter-term metrics and focuses. Closed leads, Lost leads, SQLs, Customer Lifetime Value (CLV), Customer Acquisition Cost (CAC), etc.



**31% of companies noted that improving sales and marketing alignment is increasing their focus on the need for deeper metrics to support combined marketing and sales initiatives.**

(Marketing Measurement & Attribution Benchmark Survey)

While both departments may have a different emphasis, you need them to work in concert if you are going to win out.

This means that Marketing should have insight and feedback into how their leads are converting into appointments and sales, and how the sales team is working to develop and build positive experiences for their leads.

And sales should have insight and feedback into the brand positioning, content development, and targeting being implemented by the marketing team.



# Shift Three: B2B Purchasing Decisions

## #1 Be In It For The Long Run.

Your lead generation and pipeline development needs to be focused on building long-term relationships with prospects, not just burning through lists. The strategy should position your sales teams as an authority rather than a pest.

To win out in the long run, you'll need to stand out from the sea of vendors by creating a long-term relationship built on being different than most other sales reps. This focus on positioning your team and their communication in the right way is essential.

We call this concept "**Personalization at Scale.**"

## # 2 Align All Team Members

You also need a premium placed on communication and a company-wide shared goal for growth. This means that a shift to putting trust-building and personal relationship building needs company-wide buy-in.

This shouldn't be a difficult sell as focusing on quality benefits both marketing and sales; it allows marketing to spend their budget with less waste and sales professionals to spend their time more efficiently.

To make it work, you need to be crystal clear on what a qualified lead looks like and how your efforts are performing ongoing.





Another critical component to Personalization at Scale is data interpretation - empowering sales and marketing teams with the understanding of what marketing channels are the most profitable, and which are underperforming.

By aligning your departments you allow your sales team to close more leads, improving the sales team's productivity, increasing the closing conversion rate and lowering the acquisition cost.

Once more...

Your top salespeople should be spending their time closing. Because of this it's important that prospecting, lead generation, and nurture is either handled by your in house team or outsourced to a company who specializes in this.

At B2B Insiders, our goal isn't to simply be an outsourced pipeline development team. We partner with clients as an extension of both their marketing and sales teams, bridging the gap between the long term goals of our clients, and hear term positive impact on ROI. We ask ourselves, "Where are Client X's short term wins, and how do we capture more of those, while at the same time build a foundation for the long term?"





# Shift Four

**Optimization Your Sales Forecasting & Lead  
Generation Predictability**





# Optimization Your Sales Forecasting & Lead Generation Predictability

There are a number of factors that play into the rampant inaccuracies in sales forecasts today, but the point is that any discrepancy in projections and forecasts can cause major issues that can affect every department in your organization.



Miss their sales forecasts By More Than 10%

One of the biggest reasons for inaccurate forecasts is just not having enough opportunities on a consistent basis to build the right predictive model for your organization and the different lead channels you may use.

Another statistic from HubSpot clearly illustrates that in order to even set appropriate goals, you need a consistent flow of opportunities:



With 50 or Less New Opportunities Per Month Didn't Meet Their Sales Goals.



## How can you avoid this problem for your team?

The first step to better forecasting future sales is to understand the lead volume necessary to hit your total sales goals.

**This comes with building more consistency into your pipeline – both top-of-funnel and bottom-of-funnel (aka conversions)– as well as insight into the outreach channels that are most effective at generating opportunities.**



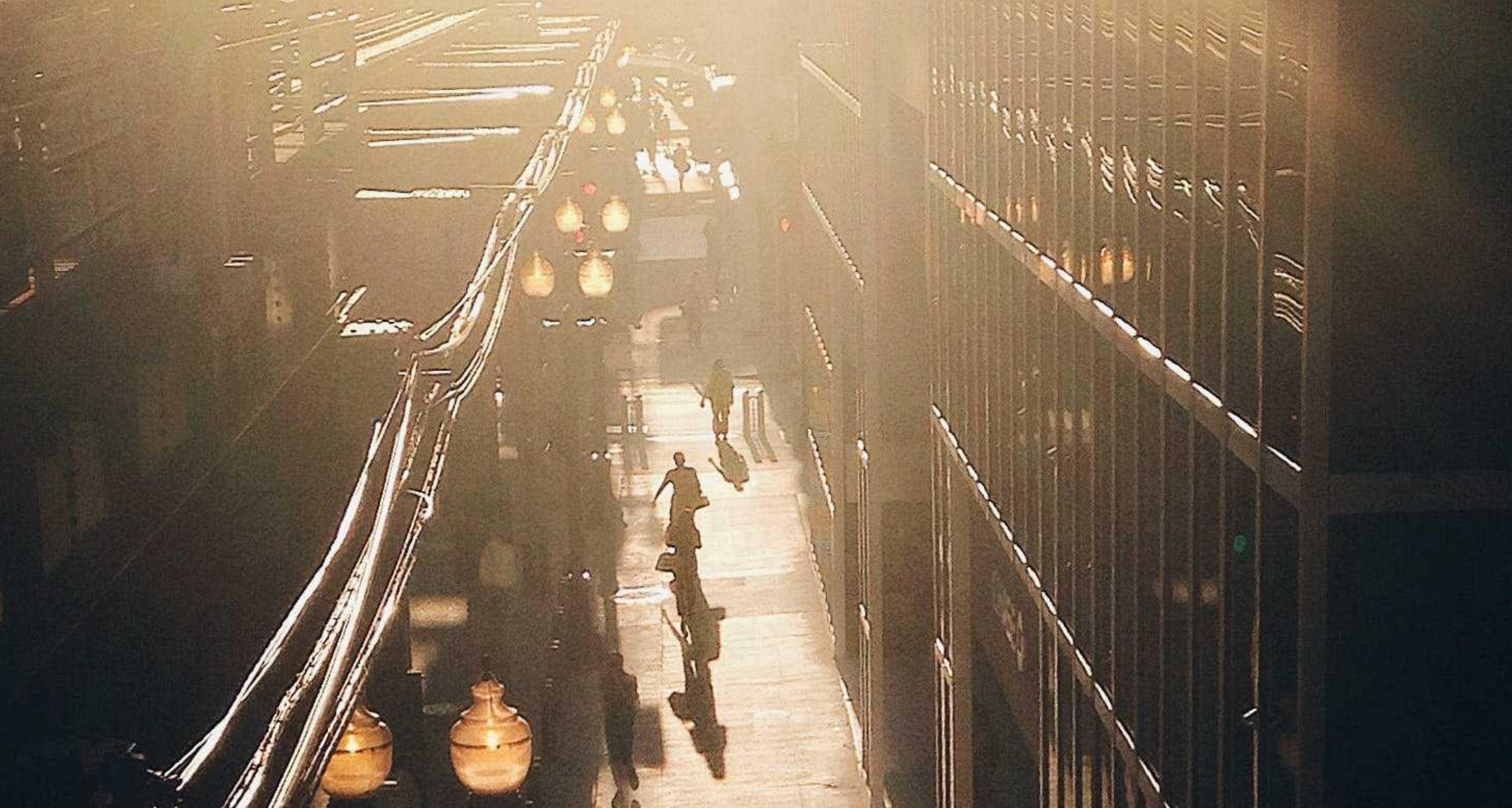
This comes with building a reliable and consistent pipeline development strategy as interpreting data properly on which marketing channels produce the highest ROI.

By getting consistently full pipelines that are managed effectively, you'll soon have better forecasting capabilities drawn from historical data.

With outbound lead generation, you have control over the quantity of people you connect with and speak with. If you'd like the benefit of a full pipeline of quality leads, let's chat. There are several options for each stage of business and we can help develop a strategy so you get a consistent stream of the right leads for your business.

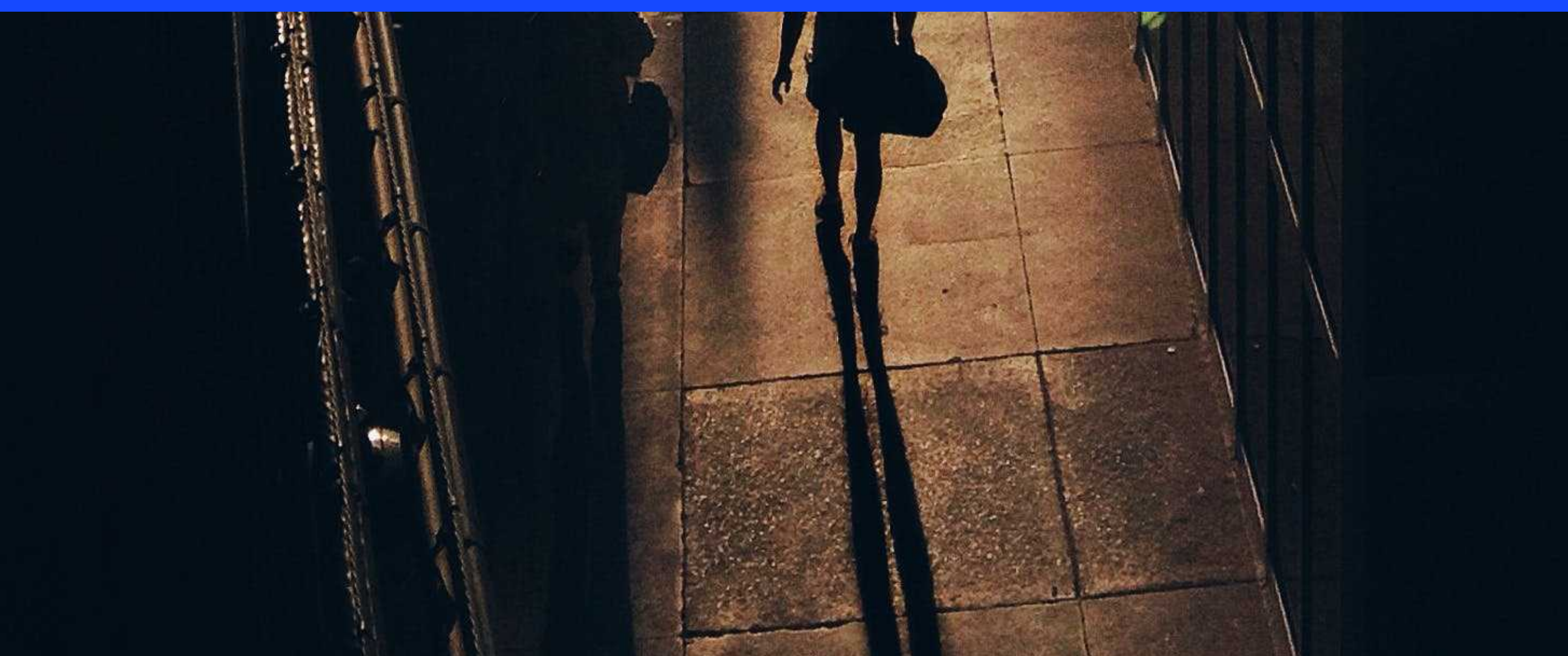
Book a call with our VP of Sales & Partnerships here:  
[b2binsiders.com/chat](https://b2binsiders.com/chat)





## Shift Five

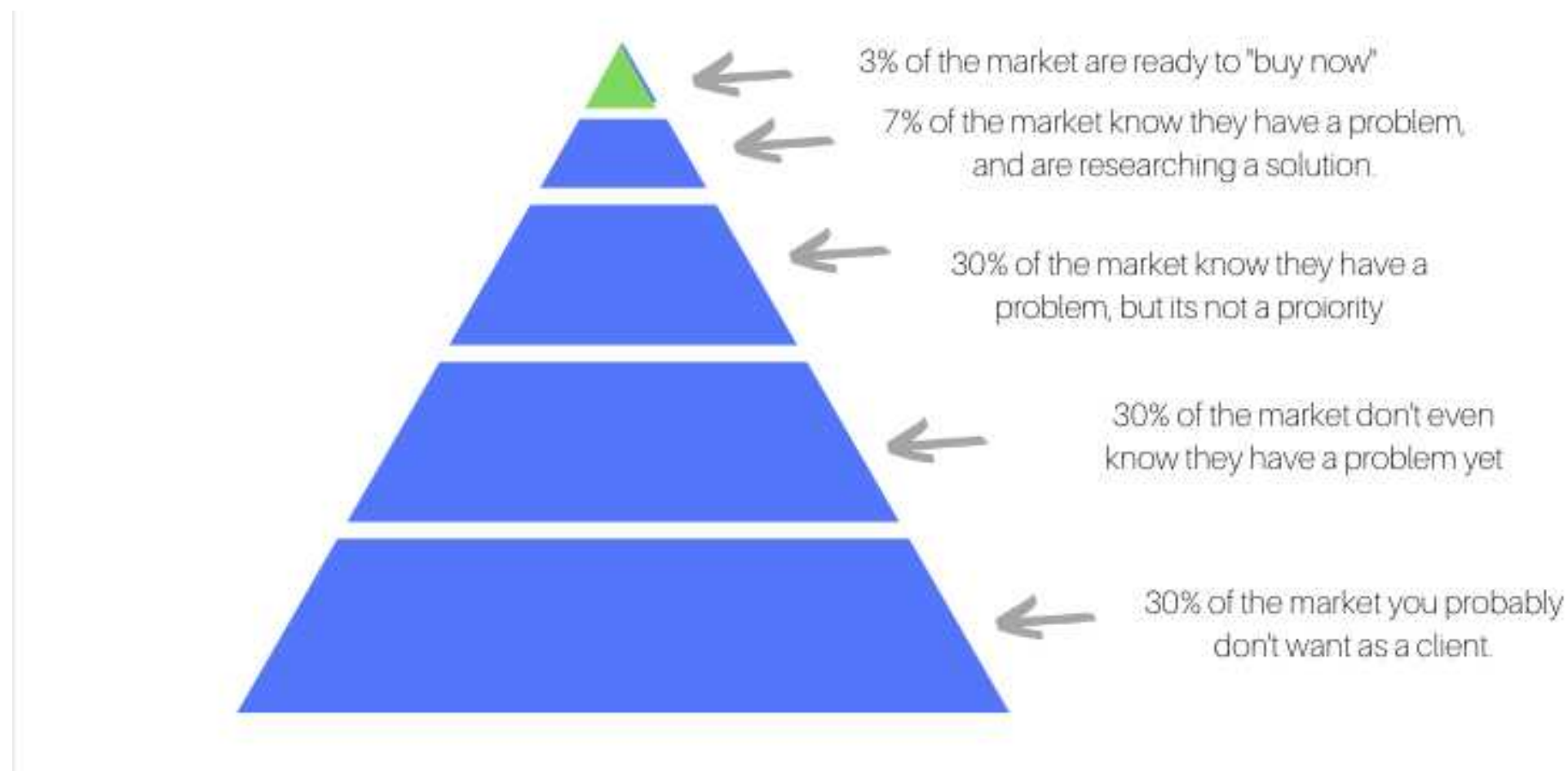
**Understanding the B2B Buyer Journey is Critical  
to Creating New, Fresh Sales Opportunities**





## Fact: Only 3% of your buyers are ready to buy now.

According to Chet Holmes, arguably one of the top U.S. sales and marketing executives, only 3% of prospects are ever ready to “buy now.”



While only 3% of your target market are actually ready to buy at any time, on the flipside, it means there's a 97% chance that they're not ready to hear your offer and will immediately turn down an offer you make.

**92% of businesses, marketers, and sales professionals give up after the 4th touch-point, but 80% of prospects say no four times before they say yes.**

This statistic shouldn't be surprising.

Even if a prospect is the right person to be communicating with, they may not even be aware that a solution like yours exists yet. Understanding where your prospects are in their buyer journey allows you to deliver the right messages at the appropriate time.



## This disconnect should NOT be concerning.

By knowing what stage prospects go through in advance while making a decision can empower your organization to build relationships with the right prospects so that you capture the 3% ready to buy now, while also building the foundation to close the long-term opportunities that require more touch points (this often times will be your best clients).

The reason outbound lead generation and pipeline development works is that it is proactive and easy to personalize. While your prospects may not be actively seeking your solution today the right outreach approach can lead to sales opportunities with these "not-sure" prospects in the future.

### **Consistency Leads to Familiarity and Trust**

The real question should be, "how do we actually build trust and nurture a sincere relationship?" To answer that, let's take a look at what the most successful salespeople are already doing...

They already know that a hard sell isn't going to cut it because as we've already uncovered, most prospects just aren't ready to buy.

Top sales performers also know that it actually takes 7 to 13+ touches before most prospects will even consider doing business with you.



Additionally:

**79% of business buyers say it's absolutely critical or very important to interact with a salesperson who is a trusted advisor—not just a sales rep—who adds value to their business.**

Some businesses create their own in-house outbound prospecting team, others outsource it.

Either way, you must develop a long term asset to consistently follow-up and stay top of mind with your prospects instead of focusing on short term wins.

***Sales is not simply filling out an order form. It's taking a stranger (or someone who is hesitant about doing business) and making them want to do business with you.***

If you're interested in creating an asset that generates short-term SQLs without sacrificing long term wins, consider outsourcing to a team that excels at both.

At B2B Insiders we've worked hand-in-hand with clients to understand their unique sales cycle and what it takes to add value, build trust, and create strategic relationships with their prospects. We've worked with hundreds of businesses to provide the leads and appointments that support their sales teams.

[Click here to schedule a meeting with our VP of Sales & Partnerships to discuss your options.](#)



A 3D maze with white walls and a light gray floor. A large blue rectangle is centered on the image, containing white text. The maze has several paths and dead ends, with a prominent circular path in the upper right.

# Shift Six

**Budget Allocation:  
Determining What Marketing Initiatives  
Produce the Highest ROI**



# Let's Bring These Shifts Together

It's no secret that in order to empower your sales team to produce their best results, you need to fill the pipeline with targeted, highly qualified leads.

There are several factors involved in this.

A detailed demographic break down of your ideal target audience, optimizing your messaging, tech stack, building a top of funnel to bottom funnel Buyer Journey, developing a profitable outbound strategy, and finally, analyze your campaign data for future optimizations.

To ensure this is done properly, you'll need to hire people to implement and manage the process.

## **You have two choices.**

1. You can create an internal sales development team
2. You can outsource it to an outbound pipeline development partner.

Let's cover a few factors and compare the costs and benefits of each before you make that decision.

The first factor is cost, or overhead.

So before you decide on which option is best for you you must first understand, cost, output, and deliverables in addition to answering the following question:

"What can I afford to spend?"



# MATH BREAKDOWN:

Conservatively, let's say that your average client is worth  
**\$35K in Lifetime Value (LTV)**

And you or your sales team  
**close 10% of the meetings**  
or sales appointments you have.

So if you got 10 sales appointments,  
realistically,  
**you would close 1 new client.**

Meaning, to get 2x ROI you would be able to spend  
**\$2,000 per lead.**

**Should you pay that? No.**



If built the right way, your pipeline development program should be able to schedule sales appointments for significantly less than that.

But understanding what you can AFFORD to pay for growth should serve as the backbone for your next decision.

Next...

Should you build out an in-house team for your pipeline development or outsource to an agency?

There are many factors to consider here but let's start with the top 3 primary concerns:

1. Cost of hiring a new team
2. Time spent managing that team
3. Outbound Strategy and Optimization

## **Investment needed for building an 'in house' pipeline development team**

What financial investment is it going to take to build out an internal pipeline development and outbound lead generation program?

Let's start with the Sales Development Representatives (SDR), who are responsible for trust building and making first contact.

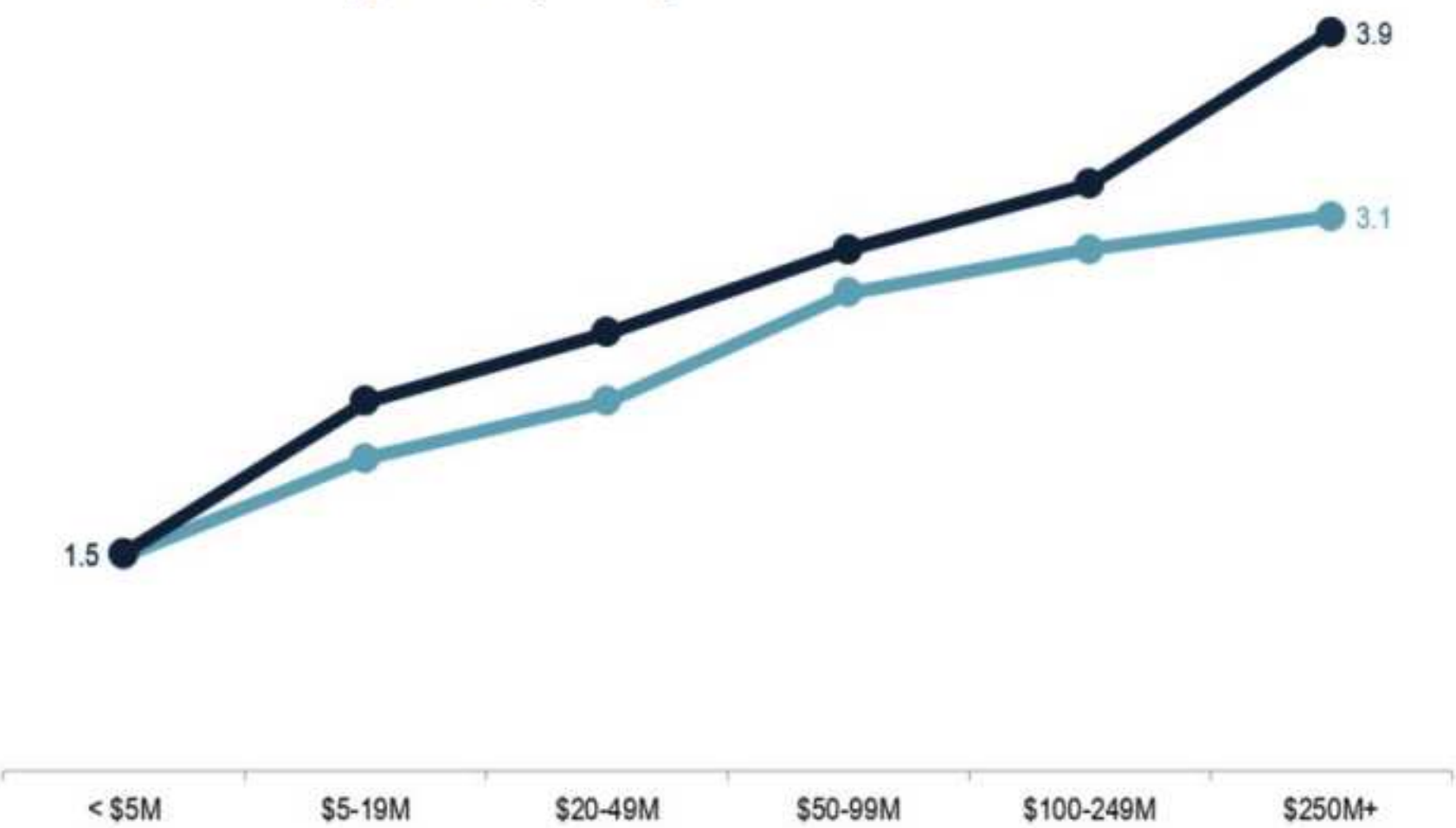
According to Glassdoor, the average salary for one SDR is \$52,989. However, once you factor in bonuses, commission structures, benefits, software licenses, training costs, and more, that number is more accurately in the \$80K-\$90K range in terms of actual cost to the hiring organization.



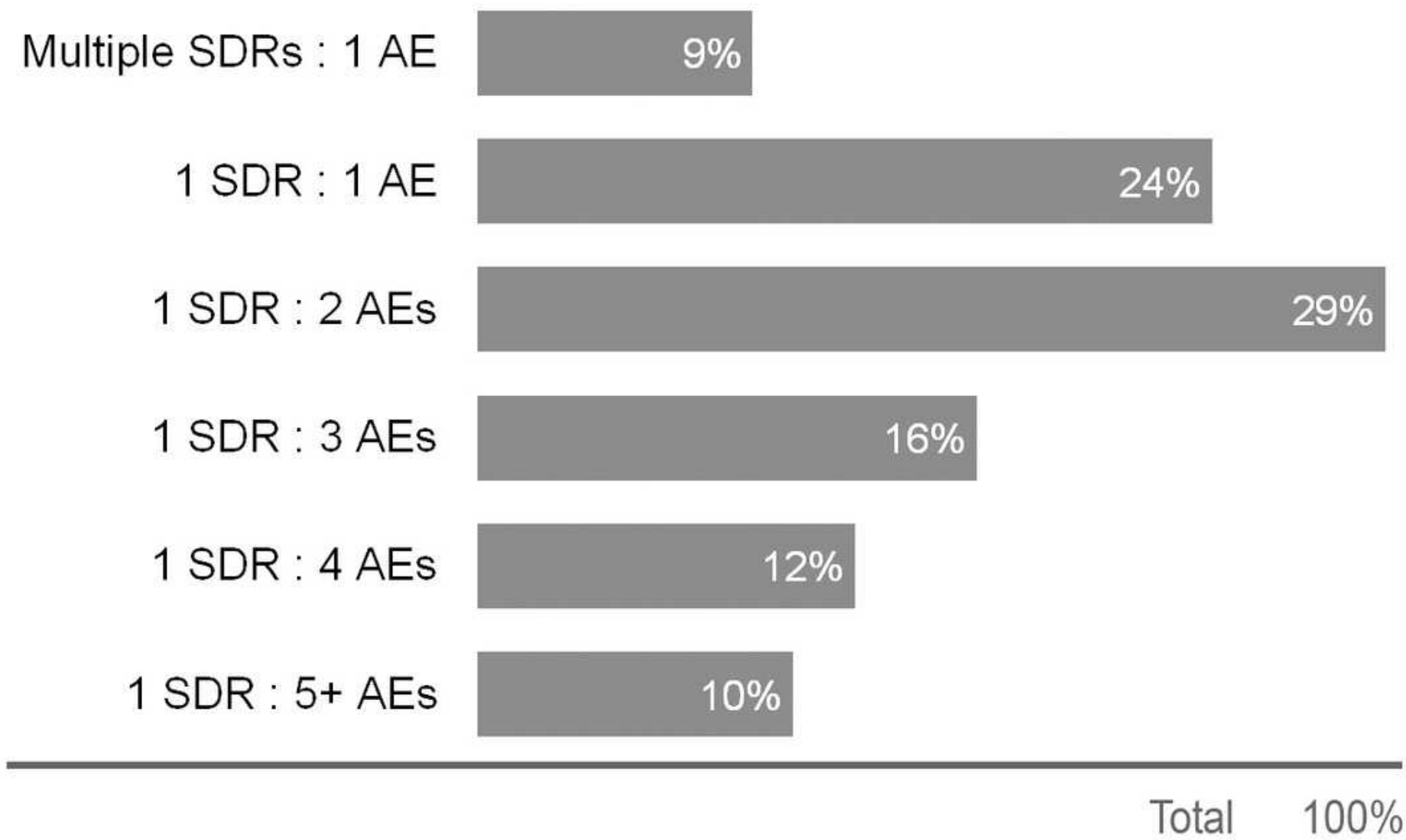
Now, that’s the cost of a single SDR. The average ratio of SDR to Account Executives is 1 SDR for every 3.9 (SaaS) and 3.1 in (Non SaaS).

SDR-to-AE Ratio (SaaS vs. Non-SaaS)

Number of AEs supported by a single SDR



SDR-to-AE Ratio Responses



At a minimum, if you had a sales staff of 3-4 sales reps you would need to bring on 2 SDRs.

Meaning you’d be investing ~\$160k every year on SDR talent alone.



# Overhead required for building your pipeline development team

Here's the thing though, while a rock solid SDR is an integral piece of your Pipeline Development Team, it's really only a single piece of a much larger puzzle.

Even if you hit the jackpot and find an intelligent, hardworking, SDR rockstar who can manage every step of the process (unlikely) and understand outbound lead generation strategy (even more unlikely) you still only have one sales team member.

## A Complete Sales Development Team Will Have:

### Digital Marketing Specialist

Function: Utilizes online channels i.e. LinkedIn, email, and ads for retargeting to build relationships on behalf of your Sales Reps with new or existing prospects to set qualified appointments. The role will need to have an intimate knowledge of email marketing and LinkedIn's algorithm changes to the platform.

**Estimated Salary (Glassdoor): \$60,962**

### SDR's

Function: Cold Calling cold and warm prospects to build trust, qualify prospects, and set sales appointments for your team of Sales Reps.

**Estimated Salary (Glassdoor): \$52,989**



# Investment needed for building your sales development team

## Conversion Copywriter

Role: One of the most critical roles. A conversion copywriter will serve as the primary person responsible for client facing messaging and position of your organization relative to your competitors and how you are uniquely positioned in the marketplace. They will optimize messaging and spearhead your marketing in creating proper messaging in LinkedIn and email campaigns, landing pages, content and more. A good copywriter will know how to use psychology to attract attention at each stage of the Buyer Journey.

**Estimated Salary: \$62,593**

## Conversion Optimization Specialist

Role: Depending on your current marketing or sales structure the conversion optimization analyst will perform two core functions.

Prospect list procurement and ongoing conversion optimization. They will also be in charge of company KPI's and ongoing campaign optimization across the board.

**Estimated Salary: \$69,291**

## Digital Media Buyer

Role: One of the elements that we add to our outbound lead generation campaigns (and where we see the lowest cost per acquisition or CPA) is LinkedIn retargeting ads. This role is responsible for making sure every prospect in the campaign is also seeing ads while simultaneously getting messages on social, personal emails, and calls from your SDR.

**Estimated Salary: \$83,300**



## Now let's compare this estimated overhead to outsourcing each of these roles.

When you hire an outsourced lead generation and pipeline development agency you get a team of experts in every single area listed above without the margin-tightening overhead.

In many instances it can be 6-9x more cost efficient to outsource this work AND you'll get a team of experts handling the work on your behalf.

## Management & Training of the New Sales Team (Time Commitment)

There is an often overlooked factor when considering an in-house team. You need to consider that once you have your team in place, who is going to manage and train these new hires?

For smaller businesses it may be the owner or the Sales Reps themselves. For medium or enterprise level businesses it will most likely be the Director of Sales, the CMO, the Marketing Director, etc.

### The problem?

Chances are they are not hurting for things to do as it is. Can you trust that they can properly and attentively manage a single SDR let alone a full Sales Development Team?

**Possible.** Yes. But is it the best use of their time?

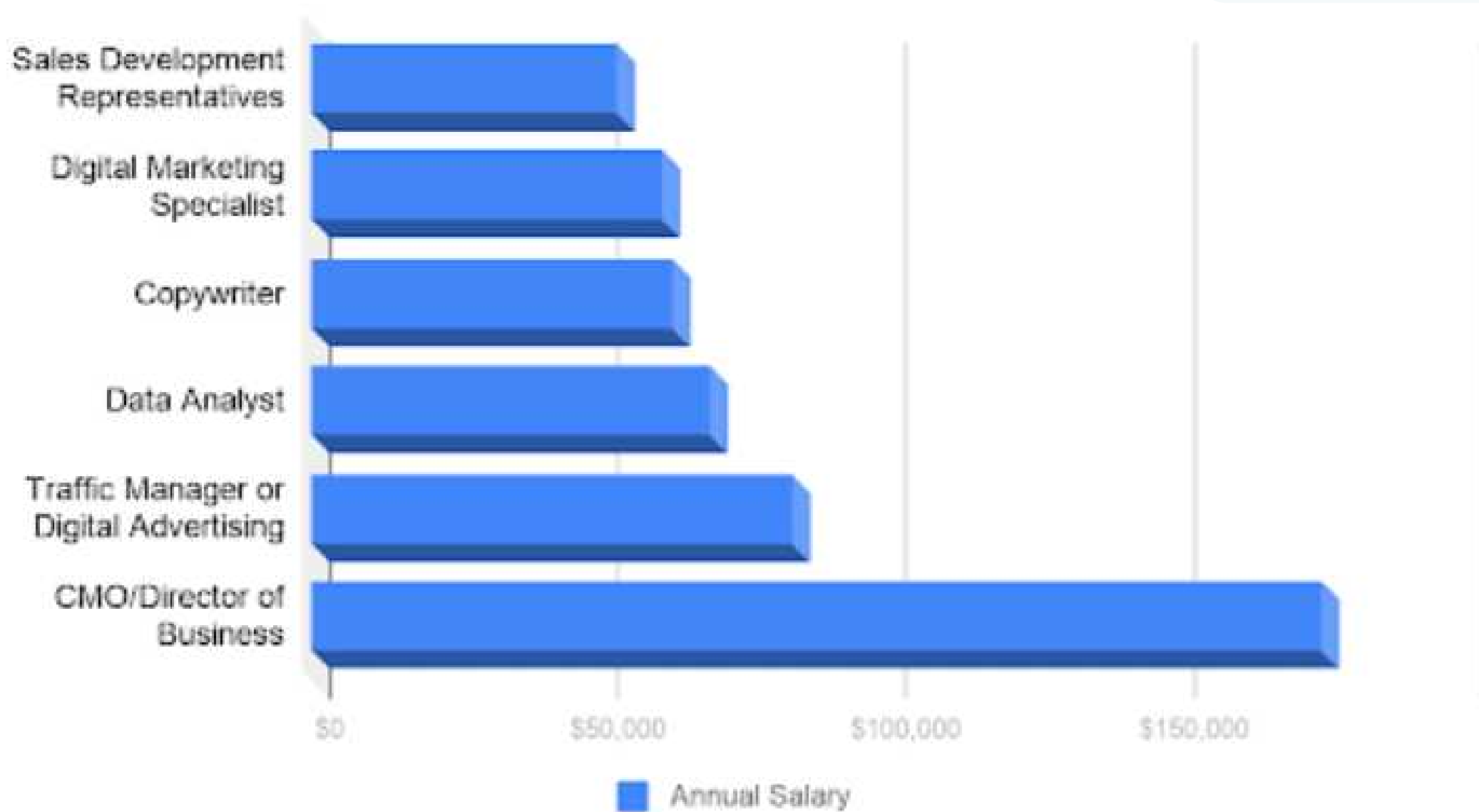
And do they even know enough about outbound marketing and sales development to make this a successful initiative without taking years of trial and error over thousands spent?



# What's the bottom line to get started with your own team?

Let's take a look at the cost so far for a complete in-house pipeline development team. Between the cost of each team member (with a few SDR's) and the costs of whomever you'll have manage the team, you're looking at a minimum of \$600K.

## Total Cost for a Full Sales & Marketing Team



**Total overhead for your in house  
pipeline development Team:  
\$610,289**

**(a considerable investment in both time and money)**



# Working with B2B Insiders allows you to:

Streamline your efforts & benefit from a multi-channel, hyper personalized outreach strategy that's focused on immediate ROI, while freeing up your sales team to do what they do best.

In other words, we align with your current initiatives to automate the lead nurturing process so your sales team doesn't have to.

In fact, many of our clients count on us to generate their entire quota for "sales qualified leads" while others count us as just one of many lead sources that keep their team productive.

**Different businesses, teams, and sales cycles require different approaches.**

This is why it is more important than ever to have a team of experts on your side that have worked in a variety of verticals and products or services.

Regardless of what stage you're currently at, you'll get the right team with the right strategic approach to help you get better sales opportunities so you and your team can scale efficiently. Not just more clients, but more of your ideal clients.



As previously mentioned, you may hit the jackpot and find the one perfect Rep who can wear each of those hats, but it's an incredibly difficult position to fill.

## How to Develop the Right Outbound Strategy for your Company

Having a team of specialists manage your pipeline development ensures that you not only scale efficiently with minimal impact on overhead but you also don't have to worry about burning budget and prospect relationships on trial and error.

A considerable amount of time and effort goes into a well-oiled pipeline development program that an already experienced outbound sales development team has already tried and tested...

What tech stack are you using for the full buyer journey?

What strategies to use for building your own leads lists or data?

How to efficiently build trust with targeted accounts on LinkedIn using hyper personalized outreach tactics?

What messaging is resonating with your target market and ideal prospects and producing the highest ROI?

That's just the beginning.

**This is where the true value of an experienced lead generation and pipeline development agency really shines.**



# A Better Option

**By outsourcing to an agency like B2B Insiders you can get an entire, trained & tested, Pipeline Development Team for less than the cost of a single SDR, without the headache of hiring, training, attrition, trial & error, technology costs, and everything else that comes with hiring and managing an internal team.**

**If you want to talk over your options click below to schedule a time to chat with our VP of Sales and Strategic Partnerships to see how we can help you hit your lead generation and sales goals.**

[Let's Talk](#)



# Leveraging the information provided in this report

As a leader in your organization, it is your responsibility to grow your sales while eliminating unneeded expenses, but there are so many options, how do you know where to turn?

Our advice is to look at the fruits of the companies you're considering working with.

Here at B2B Insiders, we've partnered with hundreds of businesses as their outsourced pipeline development and lead generation arm team to create new sales opportunities consistently so they can close more sales, increase revenue, and scale at the pace that suits their needs best.

Growth focused businesses come to us for help because, as you aware, filling your pipeline requires that you spend more time on prospecting, outreach, and following up.

Not many businesses have the time, bandwidth or resources to take care of it in-house. At least not with the level of care needed to be successful right away.

B2B Insiders exists to help people in your situation.

**What we do is help grow businesses, ranging from startups and SMB's all the way up to fortune 100 companies, by getting consistent, quality leads on your sales' team calendar and filling your pipeline with hard to lose sales opportunities.**



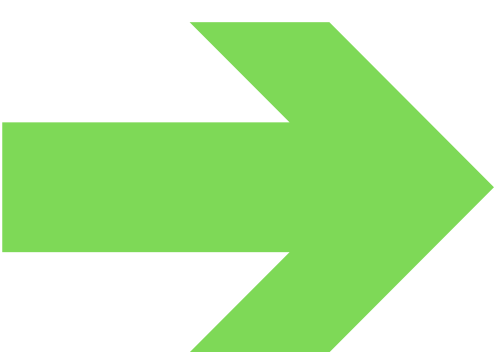
# What We Do at B2B Insiders

**Is help grow businesses, ranging from small and medium sized all the way up to fortune 500 companies, by getting consistent, quality leads on your sales' team calendar and filling your pipeline with hard-to-lose sales opportunities.**

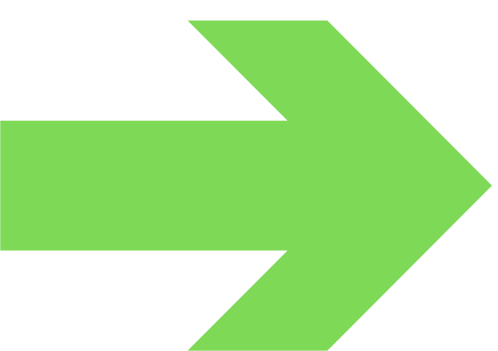
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## When You Work with B2B Insiders:

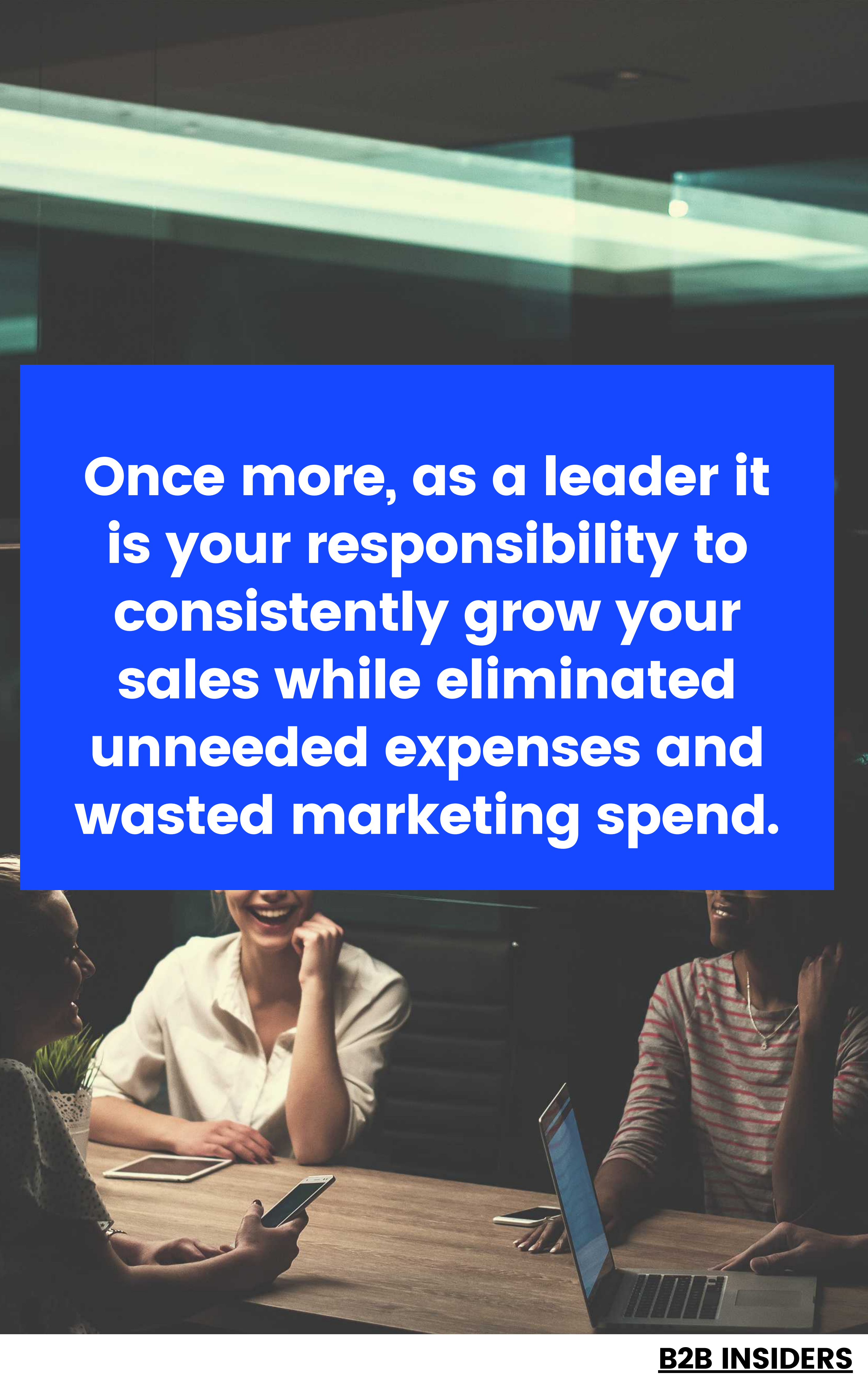


We partner with you as your full-service outbound B2B lead generation team



We identify, engage and convert the right clients and get them to book appointments on your calendar every single week with 100% consistency.





**Once more, as a leader it is your responsibility to consistently grow your sales while eliminated unneeded expenses and wasted marketing spend.**

## We should talk if you...

- Acknowledge that it's best to have us fill up your best sales rep's calendars so your closers can close and not worry about trial and error on LinkedIn, send emails (which often times aren't actually sent), or have to pick up the phone to call new prospects (which your best sales reps probably avoid like the plague).
- Want consistency and predictability. You want to forecast the next month, quarter, and year, so you can make plans for growth. Without decreasing your margins due to increased overhead that comes with hiring an internal team for lead gen.
- Need more leads with prospects that need and can afford your products and services without years of trial and error and without the high price tag of a full internal sales development team.

That's what we do here at B2B Insiders and why we should talk about your options - no matter what stage or lifecycle your business is at.

If you're interested in how our team can work with you to streamline your efforts, allowing your sales team to focus on closing...

We can help you make that happen.



# Partnering with us as your outbound pipeline development team...

Is more cost effective and proven to generate better results with less wasted time and energy, as compared to hiring internally.

We'll also get better results than an in-house team because we've refined our system and tested it on the market.

At the end of the day, there is only one question: do you want to grow? If you do, you must leverage your resources and expand your team.

Click below to schedule a time to speak with our VP of Sales & Strategic Partnerships about your options and the ROI you can expect.

[Let's Talk](#)