



INSOURCE vs OUTSOURCE

Outsourcing & insourcing to build a sales team are both options that any effective hiring manager will use. Both have advantages and potential challenges. Understanding when to turn to either option is an essential part of getting the right people in place.

Control



Offers your company the greatest amount of control throughout the entire process

Time

Provides very quick transitions to fully trained and experienced sales team

Advancement



Sales professionals can be maintained, trained, and evaluated for potential moves up the corporate ladder. This can lead to higher motivational levels

Lack of Qualified Candidates



If you have multiple positions to fill, creating an entire effective team can prove difficult



Direct Supervision & Support



Under your management, immediate feedback, collaboration and support is available

Management Support



Training your sales team by working with a proven professional

Specialization

If you require highly specialized sales professionals, hiring from within may be more cost-effective



Failing to Meet Goals

Outsourcing sales work often includes accurate and clear performance metrics

