



## Inside Sales Executives

### What is Inside Sales?

Sales conducted from within an office with the help of information and communication technology as opposed to sales conducted at a prospective client's office.

### Do we need Inside Sales?

Yes, we do. Not only because the costs of B2B sales are on the rise but also because the way we sell has changed a lot!

Buyers discourage sales people to drop-in casually without an appointment to conduct cold-calls.

In the old days sales people were the only source of information on products, service and competitors - now buyers are more informed than the vendors.

Thanks to Social Media, prospective customers are easier to find even in India.

Today sales is not about 'convincing' someone to buy but success is all about reaching out to prospects who are 'ready to buy' before the competition does.

Inside Sales Executives close orders, not merely identify and generate leads.

### Ah, it's tele-sales, right?

No. Telesales is a scripted, single call-close activity, almost always targeting a small-ticket, business to consumer (B2C) opportunity.

Whereas inside sales requires multiple calls or "touches" to create a sales closure for medium or large ticket value of goods and services.

### Will it work for us?

Yes. Intensive Research conducted by [HBR](#) revealed that inside sales is growing faster than traditional field sales. 98% of companies from all industries and sizes have adopted inside sales as a key component to their selling strategy.

### What has changed now?

A few years back companies had successfully deployed blended models of farmers - telesales people who generated leads that were worked by their hunter - field sales colleagues.

The belief then was only field sales people had the capability to 'close' deals at the customer's office, on-site. Not only because this was the tradition but also a notion that the customer wanted to deal with the vendor face to face.

Internet & mobile technology powered e-Commerce changed all that now. Not only that support intensive, expensive application software products are now available on subscription based cloud delivered model, even capital goods are bought by individual consumers from web stores with greater confidence.

### ISE Engagement Models

Inside Sales Executives are engaged in 4-forms of employment, namely

- ) Team Selling - ISEs work with Direct Sales Reps as a team and carry a sales quota to be achieved together.

- ) Discrete Model - ISEs own the quota and are responsible to sell without the help of field sales reps.
- ) Hybrid Model - ISEs work primarily within the office but may require to make outside visits/travel to meet their clients face-to-face
- ) Channel Support - ISEs support a 3<sup>rd</sup> party distribution channel created by their employer to manage sales

A company can implement the model that is best suited for its business by carefully choosing the people who shall be their ISEs.

## ISE Eligibility

An inherent desire to sell and strong communication skills are essentially required to succeed. Many successful ISEs are not even Graduates! And yet Engineering Grads and MBAs have also eagerly accepted Inside Sales as a career.

Freshers have turned in stellar performances just as good as work @ home moms - age and ability has no correlation to be an outstanding ISE.

## ISE Job Description

B2B companies prioritize sales must focus on just 2 objectives, namely

- ) Orders to be booked and
- ) Money to be collected upon fulfilment

But there are a lot of activities that lead up to the above goals before a sale actually culminates and they are, including but not limited to

- ) Cold Prospecting
- ) Qualifying Leads
- ) Nurturing Leads to cultivate a strong relationship
- ) Present the company's products & solutions
- ) Write complex proposals & bids
- ) Negotiate successfully

- ) Close orders and
- ) Manage the accounts

Each of the above activity will comprise of several tasks and associated activities that are not listed in detail here.

## Getting Started

Companies can either,

- ) Hire pre-trained, experienced ISEs to be part of their workforce or
- ) Recruit freshers by administering on-line psychometric tests that helps assess their sales capability and then subject them to intensive training or
- ) Migrate their existing staff to be ISEs by assessing their capability and training them suitably or
- ) Outsource their sales to an external service provider who can either
  - o Run the entire operation independently or
  - o Provide ISEs to work on-site on staff-augmentation contracts

Companies may choose the engagement model that works best for them based on cost and anticipated performance effectiveness.

**“There is nothing so powerful as an idea whose time has come.”**

*- Victor Hugo*