

A LIGHT-BULB MOMENT

AH-HA...I CAN OUTSOURCE MY SALES AND BUSINESS DEVELOPMENT POSITION! JENNIFER BAXAVANIS FROM BAX CONSULTING DISCUSSES THIS STARTLING, AND PROBABLY REASSURING, REVELATION THAT COULD SPARE YOU MANY HEADACHES.



Any new business always trips on the same question when it comes to the strategic hiring of

employees for certain functions – should I hire a full time employee or should I find a consultant?

New business owners are clearly the best business developers and sales person for their company as they possess the desire, the passion, the know-how, the connections and the relationship-building skills, however, when starting up a new business, the business owner needs to concentrate on more strategic planning that cascades to the company's sales function employees. If you, as a new business owner or business head, could use 100% of your time on strategy, planning, and implementation while outsourcing your sales function, would you do it? If so, here is what you need to think about:

An outsourced sales consultant costs less

Employers have to consider rent, cars, visas, gasoline, health and all the pluses when hiring an in-house sales employee. An outsourced sales consultant only requires a small retainer and a percentage on success fee. Small business owners also free themselves of the responsibilities of being a sponsor

– all the way from severance pay to invitations to company dinners!

An outsourced sales consultant guarantees expertise

Any sales consultant living and working in your target market is inevitably going to have a plump network, a successful experience in sales, and a great knowledge of the current trends of the market place. Sales consultants are experts in sales performance, sales pipeline efficiency, and closing deals. Sales consultants have trained themselves to gain the historical and pertinent information about your company's target market, your competitors, and of the trends of your sector. You can rely on the fact that sales consultants readily have a network to tap into or can source one at the drop of a hat.

An outsourced sales consultant requires less management

In-house sales employees require multiple pats on the back and sick days. They can afford it, as it is "in their contract". A sales consultant is only thinking of the bottom line and is motivated to bring as much business to you as possible to increase their own bottom line. A sales consultant will take a problem-solving and project-based approach to your business, promoting efficiency and aiming at profitability simultaneously. A



Jennifer Baxavanis, Founder and Managing Partner, BAX Consulting

ABOUT:

Jennifer Baxavanis is the founder and Managing Partner of a sales and training consultancy that specialises in sales performance training and market development. She offers "free-agent" on-the-ground expertise, and can efficiently identify and sell your products or services to new customers and new segments from a bird's eye view. She also designs and delivers sales training to increase sales performance and the bottom line. For more information see www.baxllc.com.

business owner is in a position to provide less management and less external motivation due to the sales consultant's intrinsic motivation of being an expert and consultant.

An outsourced sales consultant saves you time

And time is money. Between having to read CVs, interview potential sales candidates, review your payroll, allow for time for induction and haggle about a sales approach, many potential sales have already passed through your fingers, and the clock is ticking. When engaging a sales consultant, the two parties can agree on objectives and approach and, the sales pipeline starts to roll out in no time. ■

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