

# What is holding your sales development team back?

We surveyed over 300 global sales development professionals in the technology sector to shed light on the sales development landscape.

## Demands on your team are high

Teams work across diverse sales objectives at all times

**For 96% of teams, the scope of work covers at least three activities:**

(only top answers shown)

- **53%** Creating cross-sell opportunities from existing customer base
- **53%** Converting marketing qualified leads to sales accepted leads
- **52%** Account Based Marketing/ Sales activity (ABM/S)
- **52%** Contract renewals
- **51%** Creating up-sell opportunities from existing customer base
- **50%** Converting enquiries to sales accepted lead



## Managing an in-house team can become an insurmountable task

Lack of flexibility to respond to changes & managing costs are the biggest challenges

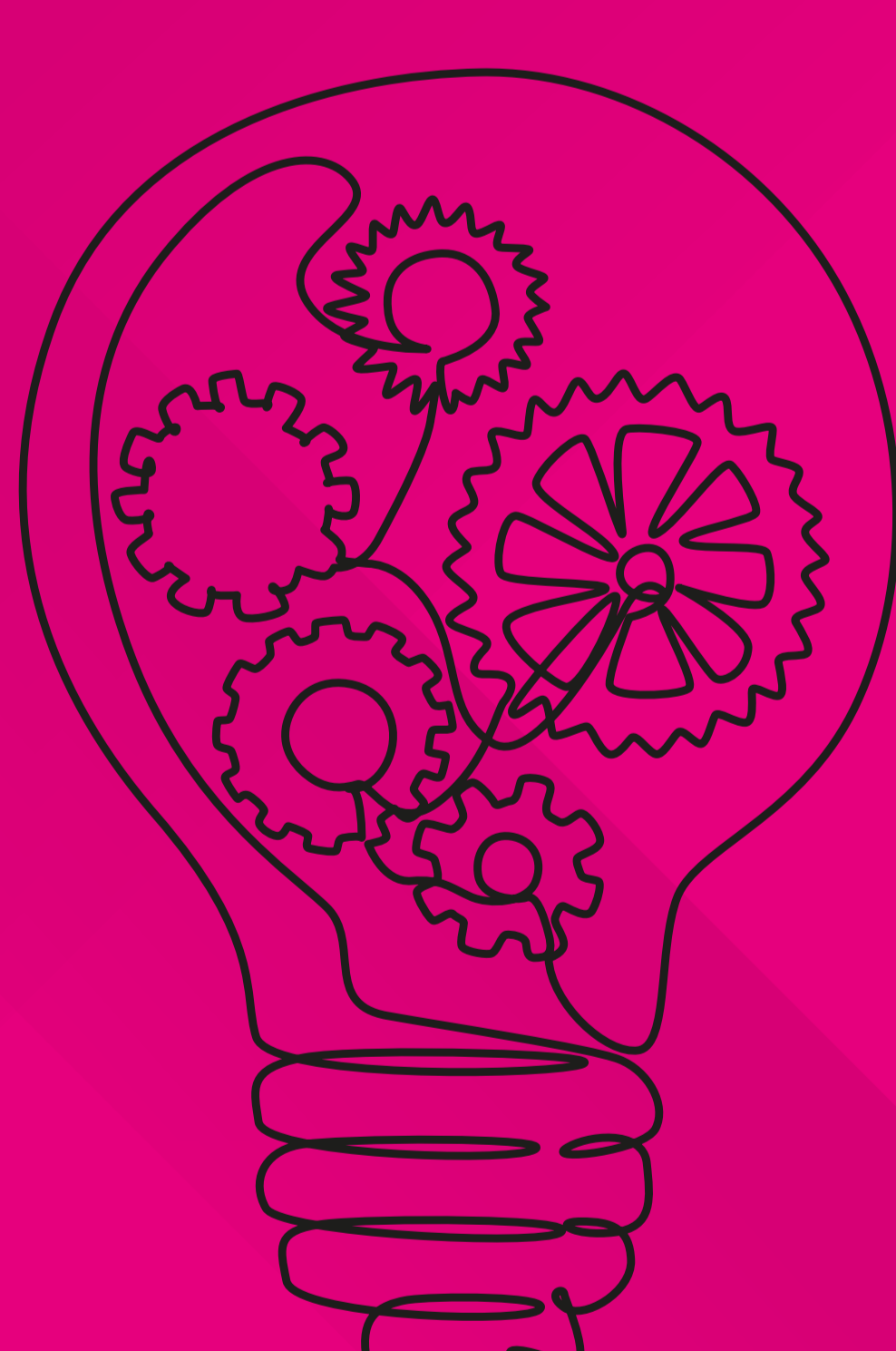
**The full list of challenges are as follows:**

(only top answers shown)

- **22%** Managing costs effectively
- **15%** The requirements on the team change too quickly to keep up
- **14%** Hiring and keeping talented people
- **11%** We do not have the flexibility we need in terms of resource or expertise
- **10%** We do not have the right technology to support us
- **8.5%** Lack of management expertise to run the team effectively
- **8%** We do not have enough people



## Outsourcing can offer a solution to these challenges



Partnering with an outsourced team relieves the pressure & gives you access to instant scale and flexibility

**For those already outsourcing or considering doing so, the key drivers are:**

(only top answers shown)

- **13%** Better access to technology
- **12.5%** Access to language skills and cultural understanding
- **12.5%** To reduce costs
- **12%** To scale the Sales Development team

Interested to uncover more insights into the sales development landscape? Read our **white paper**.

Get in touch with our team of experts at [sds@mail.idg.com](mailto:sds@mail.idg.com) for more information

**LET'S GET STARTED**