The Value of Outsourcing Lead Generation in the Tech Industry

Lead generation is essential to ensure business growth for both business-to-customer (B2C) and business-to-business (B2B) organizations in the tech industry. It ensures that a company has a large enough customer base that can be leveraged to make consistent sales.

A lead is anyone who displays interest in a company's products or services. Lead generation is the process of attracting people who are interested in your company's products or services and nurturing them into customers.

While it's true that the direct employees of a company have the most knowledge about the business' offerings, the benefits of outsourcing lead generation outweigh those of generating leads internally. Furthermore, 68% of businesses report struggling with lead generation.

The Benefits of Outsourcing Lead Generation in the Tech Industry

Many marketers confessed that their greatest challenges with lead generation are the lack of enough time and budgeting. Outsourcing lead generation can overcome all these hurdles and benefit your company in the following ways:

Better data analysis methods

Reliable lead generation partners have specialized technology to measure each sales development representative's performance. This helps them identify which rep performed best in specific aspects and find ways to replicate this success with the rest of the tram. Such technology helps them analyze variables such as scripts and cadence strategies.

Analysis

Outsourcing lead generation helps brands optimize their sales team's performance

Leaving outbound calls to the internal sales team can impact their performance significantly because it forces them to spend a large amount of their time researching contacts instead of making sales calls. Over time, this can start manifesting in the company's revenues as the overall sales conversion rate declines.

Accurate performance analysis

It's not possible to gauge how well or poorly a lead generation campaign is doing without a benchmark. You can develop an internal benchmark. However, the process can take a tremendous amount of time.

A lead generation partner can provide performance benchmarks from similar analogous lead generation campaigns performed by other companies in the tech industry. This can give you a great metric to weigh your performance against other players and learn how you compare with your competitors.

Quick turnaround

If you don't have an internal lead generation and qualification team, it could take you several months just to get everything in place to start generating and qualifying leads. You'll be required to train sales development representatives, establish SOPs, and set up data collection and analysis systems among other requirements.

On the other hand, if you choose to outsource lead generation, you can start your campaign within a short time frame since marketing companies already have well-trained sales development representatives and the requisite technologies. A lead generation partner can also leverage experience gained through past lead generation campaigns to recommend the most effective strategies for your brand.

It is easy to track costs

When you outsource lead generation, you know exactly how much it'll cost you. On the other hand, it's difficult to pinpoint all the costs that you stand to incur with internal lead generation. See, besides the SDRs' customary salaries and benefits, you might incur other costs such as:

- Infrastructure costs for data acquisition technologies, phones, and physical space

- Management costs. New teams, especially, need continuous monitoring and motivation. This could mean committing an extra employee to manage the sales team.

- Training costs

Training

Increased volume of qualified leads

A high-quality lead possesses two characteristics – they've the intention to purchase a company's products or services and have the financial resources to do so. Their intent might arise from various factors, including desire and need.

Lead generation partners understand this and employ intelligent calling to qualify generated leads. This ensures that the sales team only ever expends its energy and time on pursuing leads that are more likely to convert.

The best way to qualify leads is through outbound calling as sales development representatives get to learn more about the prospect and gauge their readiness to purchase.

Internal teams normally don't have this ability for multiple reasons. Some of those reasons are that they've competing priorities and the lead generation strategy might not be constructed optimally.

The sales team has to cap the time they spend researching contacts and generating leads to allocate time to reach out to prospects. This means that they can only generate so many leads.

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Additionally, lead generation strategies are as dynamic as the entire digital marketing environment. It is an ever-changing ball game that requires constant analysis and adaptation. Therefore, it is best to outsource lead generation to a company that is capable of staying abreast of changes in lead generation tactics.

The reasons discussed above underscore why companies in the tech industry ought to outsource lead generation. Research conducted on marketing influencers found that 87% of marketers outsource all or part of their lead generation efforts with 31% percent exclusively using outsourcing lead generation.

Combining outsourced and in-house resources can help you improve existing lead generation systems and aid in the sales pipeline development.

Why Lead Generation Is Important for Brands in the Tech Industry

Lead generation is important to your tech business in the following ways:

It increases brand awareness

Lead generation is especially necessary for brands that are only getting into the digital advertising space. It exposes your brand to more potential buyers by highlighting a problem they face and how your company can offer a solution.

While a prospect is not ready to buy from your company during the lead generation stage of the pipeline, with the help of sales development representatives, they might convert into loyal buyers further down the sales process.

Improved lead quality

Lead generation takes a targeted approach to content creation. All communication is honed to spark interest in people who are likely to benefit from your product or service, thus attracting high-quality prospects.

Increased revenue

By ensuring that your brand is matched with the ideal buyer, lead generation increases the ROI of your marketing campaign and with time, your revenue increases as more leads convert into customers.

Helps you learn more about your target customers

By studying the behavior of the leads you acquire, you can begin to identify their preferences. Having that information can inform your future expansion strategies.
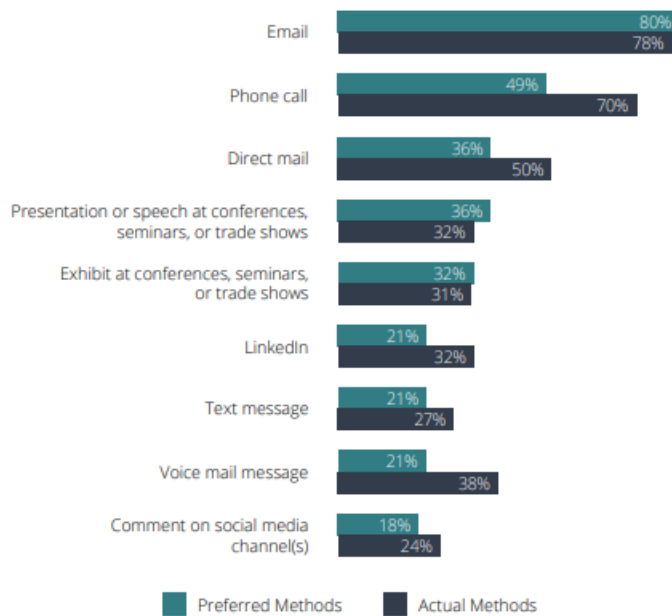
Lead Generation Strategies

With the help of digital marketing, companies in the tech industry can generate leads using numerous strategies such as:

- Targeting keywords that are popular with your target buyers through blogs. Targeting such keywords can help your lead generation campaign by improving your search engine rankings and driving more qualified leads to your website.
- Building an email list. According to a recent study, buyers reported that 80% of sellers connect with them via email, which makes it the most preferred way to contact buyers. Rightfully so because according to OptinMonster, email marketing results in a staggering 4300% ROI. Email marketing helps you send targeted emails at a very low cost.
- Posting advertisements on social media platforms where your target buyers are most likely to hang out to create awareness of your company offerings
- Producing podcasts, holding webinars, and organizing live events to demonstrate your authority in the tech industry and inspire confidence amongst your ideal buyers
- Contests and giveaways to attract new leads
- Building backlinks to ascertain domain authority
- Outbound calling

While marketers can generate leads through different methods, the tenets of a great lead generation strategy remain the same.

HOW DO BUYERS PREFER TO BE CONTACTED AND HOW DO BUYERS SAY SELLERS ACTUALLY CONNECT WITH THEM?

Method	Preferred Methods	Actual Methods
Email	80%	78%
Phone call	49%	70%
Direct mail	36%	50%
Presentation or speech at conferences, seminars, or trade shows	36%	32%
Exhibit at conferences, seminars, or trade shows	32%	31%
LinkedIn	21%	32%
Text message	21%	27%
Voice mail message	21%	38%
Comment on social media channel(s)	18%	24%

How buyers prefer to be contacted according to a survey by RAIN Group

Best Practices for a Winning Lead Generation Strategy

Communicate clearly

With so many media channels today, the concentration span on the internet is limited. For that reason, instead of bombarding your prospects with technical jargon, alter your communication to help them understand how your tech product or service can improve their lives.

Your communication should be concise and colloquial.

Craft a story

The majority of purchasing decisions are made emotionally. This takes place in the limbic system of the buyer's brain. The best way to appeal to prospective buyers' feelings, and in association, their purchasing decisions, is through storytelling.

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The story, however, should not be about you. Instead, it should be one that inspires your customers to take action. Since it may not be possible to communicate your story in one publication, all marketing communications should be geared towards telling that story.

Before you craft your story, you must research your ideal buyers and build a customer profile. Doing this will help you discern how to best tell your story in a way that attracts customers to your brand.

Educate your audience

The tech industry is an ever-evolving field. There are new advancements in the tech scene every day and new features or applications can be confusing to the audience, especially those who are less tech-savvy.

Consequently, many prospects might not understand how your product or service can improve their lives. A good rule of thumb is to treat all leads as if they're entirely new to your product.

As such, part of your lead generation campaign should aim at educating prospects about your products or services. This can be done through various types of content such as blogs, articles, white papers, product reviews, newsletters, and webinars.

How Does Outbound Calling Aid Sales Development Representatives With Pipeline Growth?

The role of a sales development representative (SDR) in a sales pipeline is to generate and qualify leads before passing them on to a sales representative. They do this through outbound calling.

An outbound call is made by a call center representative, an SDR, in this case, to a customer on behalf of a client to generate new leads, qualify existing leads, sell, or raise funds, among other reasons.

An outbound call made for lead qualification is known as a tele-prospecting call. Thus, when an SDR makes a call to qualify a lead, that is called tele-prospecting.

Teleprospecting

The Benefits of Tele-prospecting in a Lead Generation Campaign

While social media marketing and email marketing do the job for some sectors such as the fashion industry, customers in the tech industry often require more information regarding the product.

Outbound calls offer an excellent opportunity for sales development representatives to provide more details to prospective customers. In such a call, the customer also has the opportunity to ask questions and express any challenges they might be facing in the market.

Other benefits of outbound calling to brands in the tech industry include the following.

It saves money and time

Many companies in the tech industry make the mistake of advertising to anyone instead of prioritizing quality leads over a high quantity of leads, which leads to sub-optimal utilization of marketing resources.

Tele-prospecting helps to qualify leads. Qualifying leads ensures that the sales representatives and other company executives only reach out to leads who are likely to purchase your company's products or services, thus saving the company time and money.

### It helps to fine-tune the lead generation campaign strategy

If SDRs observe that a disproportionate number of leads are outside of the target market, they should inform the marketing team. This information can cue the marketing team to adjust their target audience in the marketing campaign to generate leads who fit your company's ideal customer avatar.

Doing this ensures a highly effective lead generation campaign.

It helps to transition the lead to the next stage in the sales pipeline

The sales pipeline consists of five fundamental stages namely:

- Lead generation

- Lead qualification

- Consultation

- Proposal

- Sale
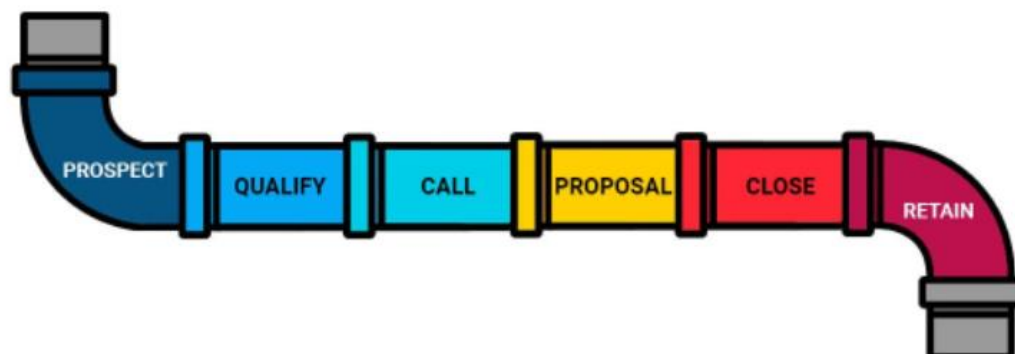
Sales Pipeline. Image Courtesy of www.sopro.io

During a tele-prospecting call, the SDR cultivates a relationship with the customer, warming them for the next stage, which is consultation. During the consultation stage, a sales representative reaches out to the lead and pitches them on your company's products or services.

If your company's offerings are a good fit to the customer, they can advance to the proposal stage where the sales team demonstrates that the product offers more value than what the customer pays for it. After this stage, the next natural stage is the sale stage where the customer commits to a purchase.

Tele-prospecting bridges the gap between marketing and sales departments

During a lead generation campaign, marketing teams measure their success by the number of leads. On the other hand, the sales team measures success by the quality of the leads gathered.

If the leads are unqualified, the sales team might feel that they are expending a lot of energy and resources on calling leads who are not interested in the company's offerings. This might lead them to shelve the leads; consequently making the marketing team feel as though the leads they generated are not being acted upon.

Tele-prospecting bridges this gap by sifting through the leads generated by the marketing team and only passing those with a legitimate buying potential to the sales team.

Helps you understand the market

By communicating with potential customers, you learn their most significant pain points and evaluate whether your company can offer a solution.

Through tele-prospecting, you can also understand how your product fits in the market and how potential buyers perceive it. Knowing this can help you make strategic adjustments to your branding or product development.

Offers a way to communicate succinctly on sensitive topics

Outbound calling is an efficient means of communicating with prospects when the conversation to be had involves financial or technical discussions. It alleviates ambiguity and the likelihood of a misunderstanding.

Helps to identify expansion opportunities

Through outbound calling lead generation, you can learn about gaps in the market which could present expansion opportunities for your brand.

How Lead Generation Outsourcing Services Can Improve Lead Quality

Lead generation outsourcing companies can improve the quality of leads gathered by scoring the collected leads. Lead scoring involves assigning values to each lead as to help the internal sales and marketing team know which leads to prioritize, with the goal of increasing the rate at which they're converted into customers.

Each company scores leads differently. A reliable outsourcing partner will consider the metrics that are important to your brand and use them to score the generated leads. Leads can be scored based on demographic data such as the size of their company and their interaction with your website and other services.

Additionally, with lead scoring, you know exactly which customers to downgrade so that you do not expend resources without getting a return. You'll also know which leads need to be nurtured to progress them further down the sales pipeline.

Where to Outsource Lead Generation

Brands in the tech industry have partnered with Tactical TeleSolutions (TTS) over the last 30 years to generate quality leads with a high lead-to-customer conversion rate. TTS believes in these five customer acquisition philosophies:

- Generating quality leads over a high quantity of leads
- Triple screening acquired leads before they are sent back to clients
- Adhering to the client's lead qualification criteria. This is achieved through an inhouse database called 'Scriptor' which guides agents through script and data capture adherence
- Delivering leads in a usable format only. This means that the lead is not complete until it is scheduled, handed off, and checked for appropriateness
- To treat all calls including outbound calls as branding opportunities for TTS clients

Get in touch to find out how outsourcing lead generation services from Technical Telesolutions can benefit your brand today.