



# Step-Up Your Inside Sales with IRSMarketing

Fact sheet



With IRS's Inside Sales model, you leave the recruitment, training, metrics, day-to-day management and motivation of your team to the experts, while you get on with the day job.

If you're looking to grow your sales pipeline with professional and dedicated resource but don't have the time, let alone a team in place, here's a fantastic solution not to be missed: IRSMarketing's Inside Sales service. From day 1, we will provide you with a fully trained sales team to match your budgets and aspirations.

## Why Inside Sales?

Inside Sales is a highly efficient and profitable means of creating new customers and prospects using a combination of phone, digital and social media. Meaning that you can flex your Inside Sales resource as priorities change, measure performance in infinite detail and, while your key account managers focus on Priority 1 targets, your Inside Sales team can work through the larger number of Priority 2's.

It is a win-win solution.

With IRS's Inside Sales model, you leave the recruitment, training, metrics, day-to-day management and motivation of your team to the experts, while you get on with the day job.

## IRS delivers Inside Sales end-to-end

### 1. Recruitment

- We'll build your Inside Sales team to your exact specifications, grow your coverage and work closely with your sales team
- Your Inside Sales team will be based on- or offsite or both, it's up to you
- IRS will onboard and manage your resource going forward.

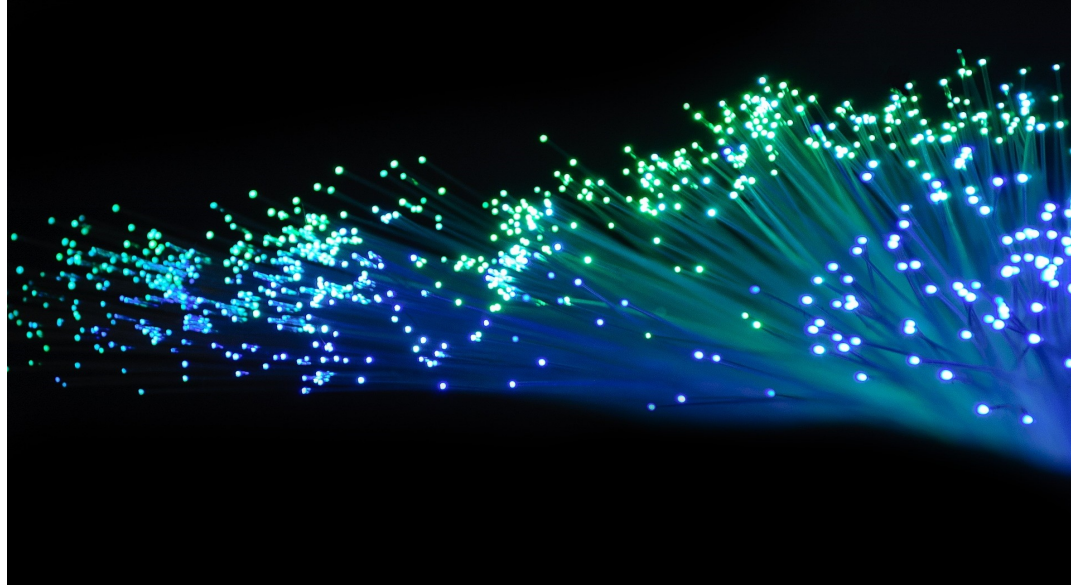
### 2. Training

- Each Inside Sales executive receives training: skills training from IRS and training in your solutions directly from you
- IRS skills training includes fluency in your CRM, building-up tech knowledge, telemarketing soft skills and digital and social media expertise, as well as contact research skills.

### 3. Targets / KPI's

- Based on your own objectives, we'll together agree sales targets and KPI's which will be used to monitor performance over time
- With IRS, you'll be able to measure your Inside Sales team's ROMI month-by-month.





#### 4. Day-to-day

- Your Inside Sales team will manage inbound enquiries via phone, digital and email
- Pro-actively research, engage with and nurture new high-potential contacts
- Work closely with your sales team/partners to manage each situation going forward
- Follow-up on web enquiries, research, recruit and qualify event attendees
- Attend your sales meetings, in person and/or virtually.

#### 5. Close-the-loop

- IRS's Inside Sales model includes follow through on prospect situations at every stage

- Post-engagement feedback closes the loop and informs next actions.

#### 6. People Management

- Recruitment, onboarding and training for Inside Sales is hard and time-consuming, let us do this for you
- Leave the HR management to the experts at IRS, it'll give you the freedom to get on with the day job of growing your sales pipeline.

With an Inside Sales team provided by IRS, you are guaranteed unlimited access to over 30+ years of knowledge and skills in Sales, Channel, Data, Inbound Marketing, Digital & Social and Events. So why not partner with us today?


**Contact IRS** Step-up your Inside Sales call us today on +44 (0)1869 321800

#### The IRS Difference


IRSMarketing is different to other marketing agencies:

- Our belief is that acquiring new customers is a strategic business.
- The true measure of IRS's success is the £value we bring to your sales pipeline.
- IRS's joined-up marketing delivers optimum results, using the best mix of social, digital, event, database and telemarketing.
- Every IRS activity is designed to enhance your sales pipeline, from new customer contact to profiling or events.

- IRS's 60-strong team is ready to deliver your global campaigns in native languages.
- IRS's 30+ years IT experience leads to faster implementation, fewer demands on your time and improved business results.
- IRS applies the most rigorous Quality Control process in the industry.

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 www.irsmarketing.com



60+

strong team

30+

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