tenbound

2022 Tenbound Sales Development Outsourcing Survey

Overview

Following up on the popularity of our initial sales development outsourcing survey in 2020, Tenbound has teamed up with Operatix to revisit the industry's stance on utilizing outsourced SDR agencies.

Over 250 responses were collected and analyzed over a one month period, composed primarily of those in the technology sector in self proclaimed high growth organizations (over 20% YOY growth). **78.54%** of respondents were currently using an outsourced agency, and **68.29%** of those not currently using an outsourced agency have used one in the past. The overall sentiment seen from our survey is that the use of outsourced SDR agencies is becoming more accepted, appreciated and valuable to organizations.

Most notably, the overall satisfaction rating for our audience's experience with outsourced SDR agencies has improved from **3.32** in our former survey to **4.2** in this latest version. Additionally, the likelihood of our audience rehiring their outsourced SDR agency increased from 32% in the initial survey all the way up to 63% now!

Although the overall sentiment towards outsourcing is clearly more positive based on our survey results, there are still many subpar experiences shown through those partnering with the wrong firm, having unclear goals, failing to create alignment and synergy with the partner and other avoidable mistakes

Preparation, internal and external alignment, and properly setting goals and expectations are critical to the success of partnering with an outsourced SDR agency. Please refer to the findings in our report as you explore engaging with outsourced services, and consider using Tenbound's consulting services to help best plan, structure, and execute with your agency engagements.

Prepared by
Jeff Garon,
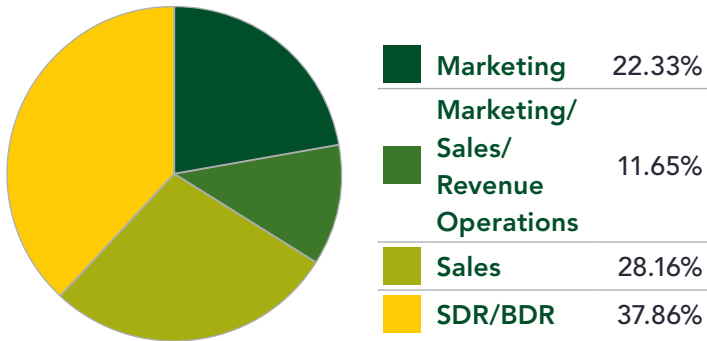Strategic Marketing Consultant

Survey release
March 23, 2022

Respondent & Survey Information
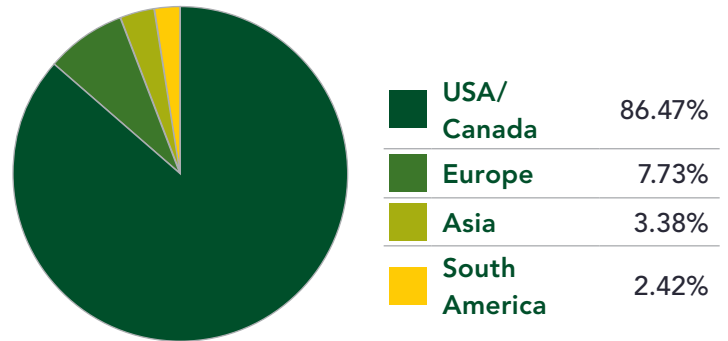
250+ Total responses

Demographics / Firmographics

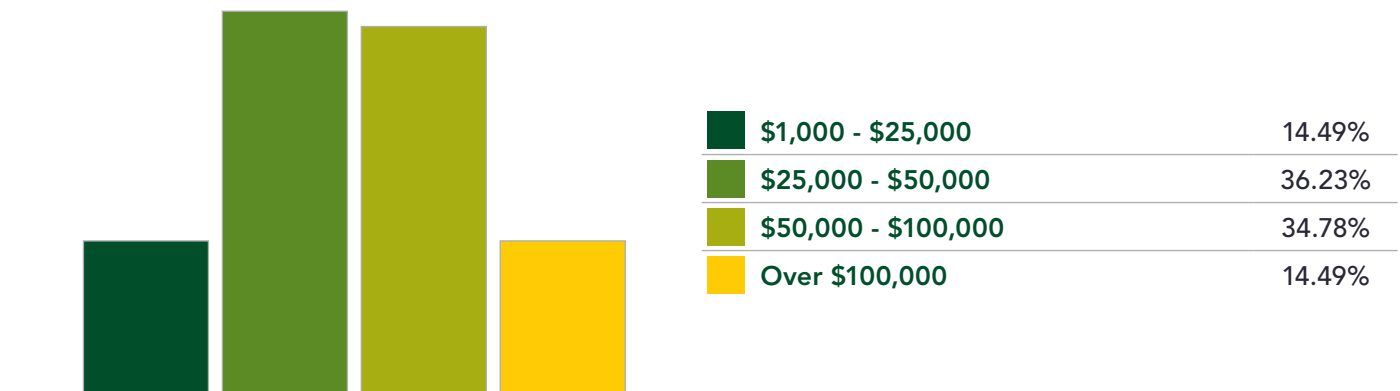## Which department best describes your involvement in your organization?

75.24% of respondents identified as being in a managerial role, located in the following departments.

	Department	%
■	Marketing	22.33%
■	Marketing/ Sales/ Revenue Operations	11.65%
■	Sales	28.16%
■	SDR/BDR	37.86%

Where is your company based?

	Region	%
■	USA/ Canada	86.47%
■	Europe	7.73%
■	Asia	3.38%
■	South America	2.42%

What is your average sale price / annual contract value (in USD)?

	Range	%
■	$1,000 - $25,000	14.49%
■	$25,000 - $50,000	36.23%
■	$50,000 - $100,000	34.78%
■	Over $100,000	14.49%

How long is your average sales cycle?

	Duration	%
■	< 1 Month	15.46%
■	1-3 Months	31.40%
■	3-6 Months	32.85%
■	6-12 Months	16.43%
■	12+ Months	3.86%
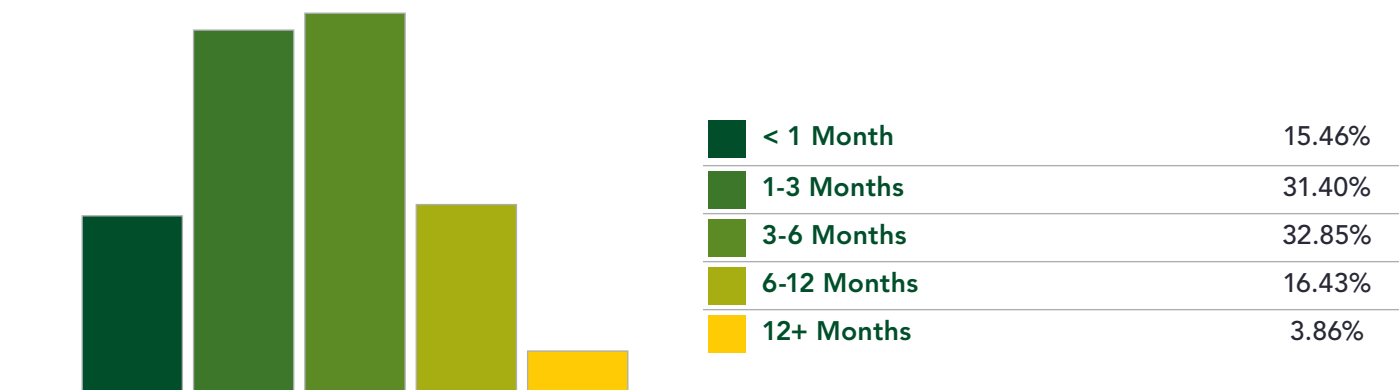
Which team does your inbound SDR/BDR function fall under?

■	Sales	54.55%
■	Marketing	34.93%
■	We don't have an inbound SDR team	9.57%
■	Other	0.96%

Which team does your outbound SDR/BDR function fall under?

■	Sales	56.25%
■	Marketing	35.58%
■	We don't have an outbound SDR team	7.21%
■	Other	0.96%

How many internal inbound SDRs does your company employ?

■	0	7.69%
■	1-5	34.62%
■	6-10	38.46%
■	11-20	14.90%
■	20+	4.33%
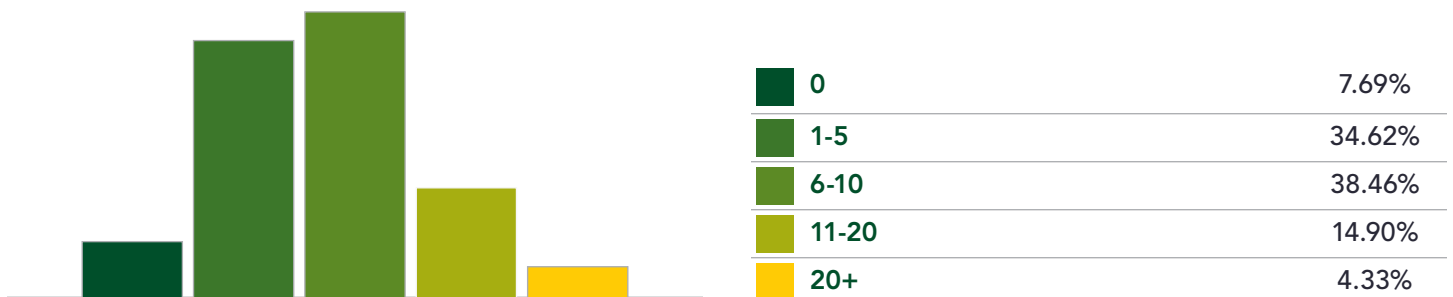
How many internal outbound SDRs does your company employ?

■	0	4.81%
■	1-5	32.21%
■	6-10	39.90%
■	11-20	17.31%
■	20+	5.77%
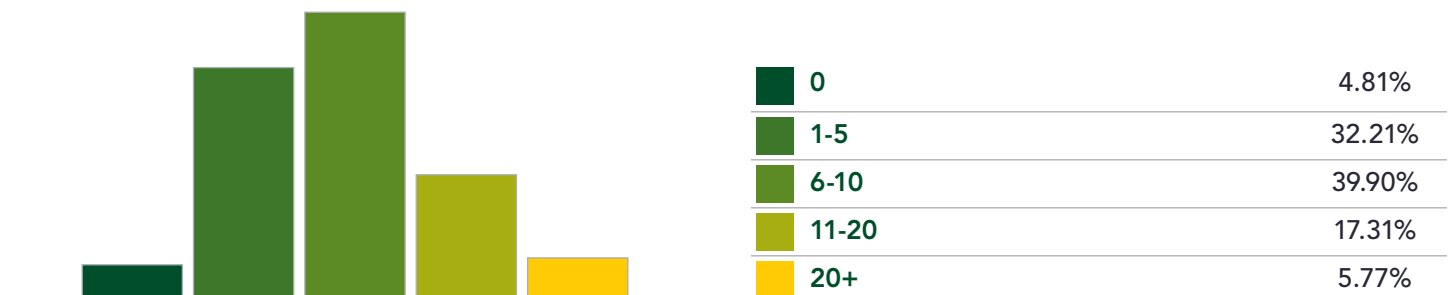
Survey Questions

Why did you decide to use an outsourced SDR agency?

■	Accelerate Sales	15.04%
■	Break into New Markets	13.16%
■	Supplement Internal Outbound Team	12.99%
■	Build Pipeline	11.45%
■	Supplement Internal Inbound Team	10.26%
■	Generate More Leads	9.91%
■	Replace Internal Team	9.91%
■	Break into New Verticals	8.38%
■	Save Money	5.13%
■	Struggle to Hire Internal SDRs	3.25%
■	Other	0.51%

What were your top reasons for selecting an outsourced SDR agency?

■	Cost	25.86%
■	Referral	24.63%
■	Reputation	21.18%
■	Relevant Case Studies	15.52%
■	Used in Past	10.84%
■	Other	1.97%

What outsourced SDR agency services do you use (or have used in the past)?

■	Appointment Setting	19.78%
■	Lead Generation	18.26%
■	Inbound Sales	16.96%
■	Account Based Outbound	13.04%
■	List Management	11.96%
■	Event Registration	10.65%
■	Outbound Sales	9.13%
■	Other	0.22%

How do you (or how did you) measure results?

■	Revenue Generated	19.52%
■	Meetings Booked	17.47%
■	Meetings Attended	15.61%
■	Quality of Leads	14.13%
■	Number of Conversations	13.38%
■	Pipeline Generated	11.90%
■	ROI	7.81%
■	Other	0.19%

How did your outsourced SDR agency perform in comparison to your internal team?

■	Somewhat Better	38.38%
■	Significantly Better	32.97%
■	About Equal	13.51%
■	Significantly Worse	7.03%
■	Somewhat Worse	6.49%
■	N/A - We didn't have an internal team	1.62%

What are/were your biggest challenges using outsourced SDR agencies

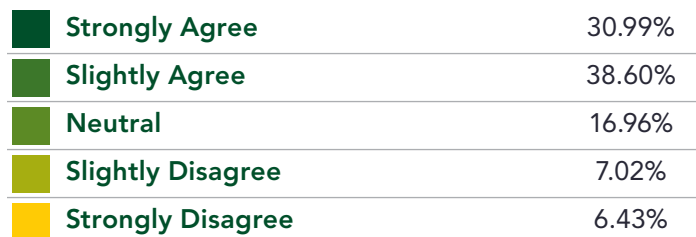|		
■	Quality of leads/appointments	18.58%
■	Difficulty in training on messaging/benefits	16.67%
■	Cost per quality lead/appointment	14.94%
■	Time to get campaigns running	14.94%
■	Volume of leads/appointments	14.37%
■	Misalignment between internal team and agency	11.88%
■	Avoiding brand image being tarnished	7.85%
■	Other (or we haven't experienced any issues)	0.77%

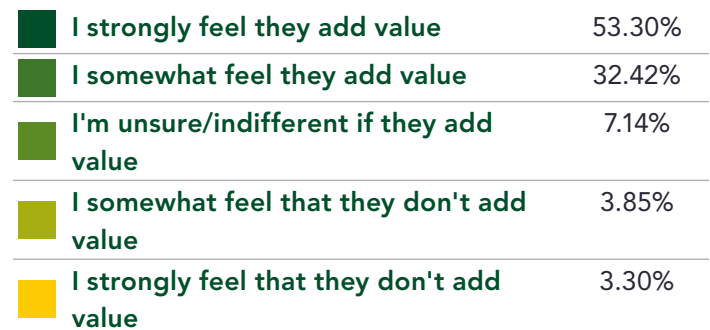## How would you rate your overall experience with outsourced SDR agencies?

5 of 5		50.28%
4 of 5		33.15%
3 of 5		8.29%
2 of 5		2.21%
1 of 5		6.08%

Would you rehire your outsourced SDR agency?

Yes		62.43%
No		37.57%
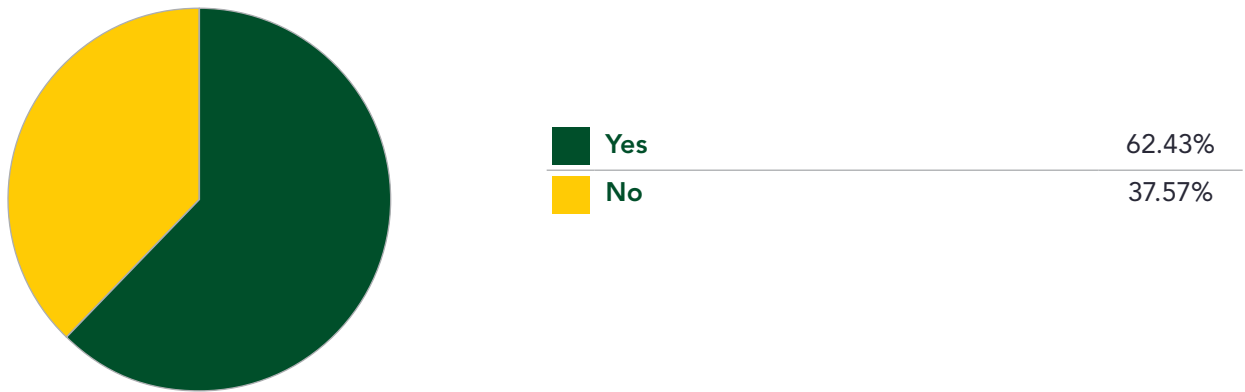
Do you think it ever makes sense to entirely outsource your SDR function?

Strongly Agree		30.99%
Slightly Agree		38.60%
Neutral		16.96%
Slightly Disagree		7.02%
Strongly Disagree		6.43%

What is your overall perception on the value of using outsourced SDR agencies?

I strongly feel they add value		53.30%
I somewhat feel they add value		32.42%
I'm unsure/indifferent if they add value		7.14%
I somewhat feel that they don't add value		3.85%
I strongly feel that they don't add value		3.30%

ABOUT OPERATIX

Operatix is an Outsourced SDR agency that helps B2B Software vendors generate pipeline & revenue. Through their teams of 220+ Sales Development Reps based in London & Dallas, they support established vendors as well as innovative start-ups accelerate growth across the globe.

Find out more at **www.operatix.net**

ABOUT TENBOUND

Tenbound helps B2B SaaS companies build multi-billion-dollar Sales and Talent pipelines through Value-as-a-Service. We help identify our clients' top sales and talent pipeline growth priorities and partner to achieve those priorities through our innovative research, advisory, and events. As the only firm focused on sales pipeline achievement, we bring a unique perspective to the market.

Contact us today at **www.tenbound.com**