

# 2022 Tenbound Sales Development Outsourcing Survey

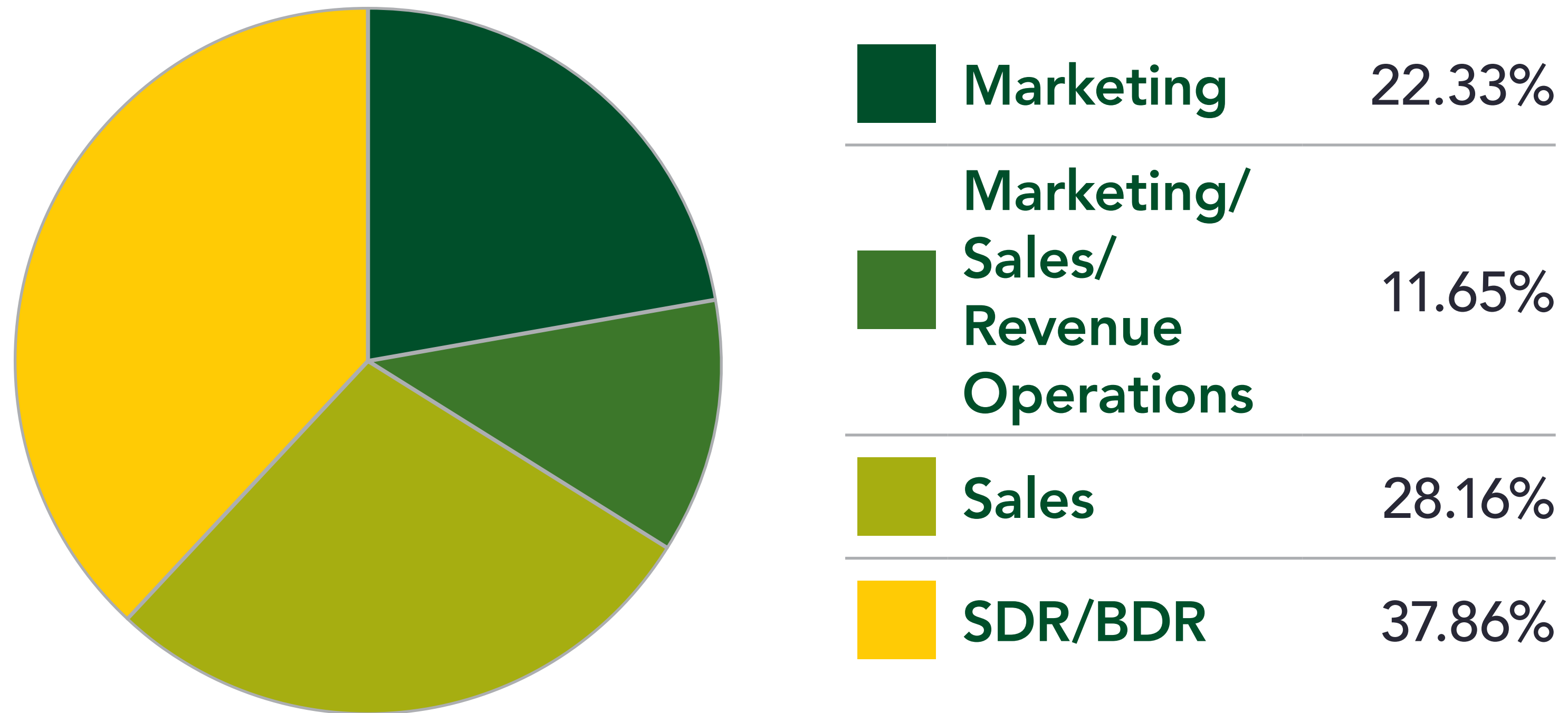
Survey release March 23, 2022

# 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.

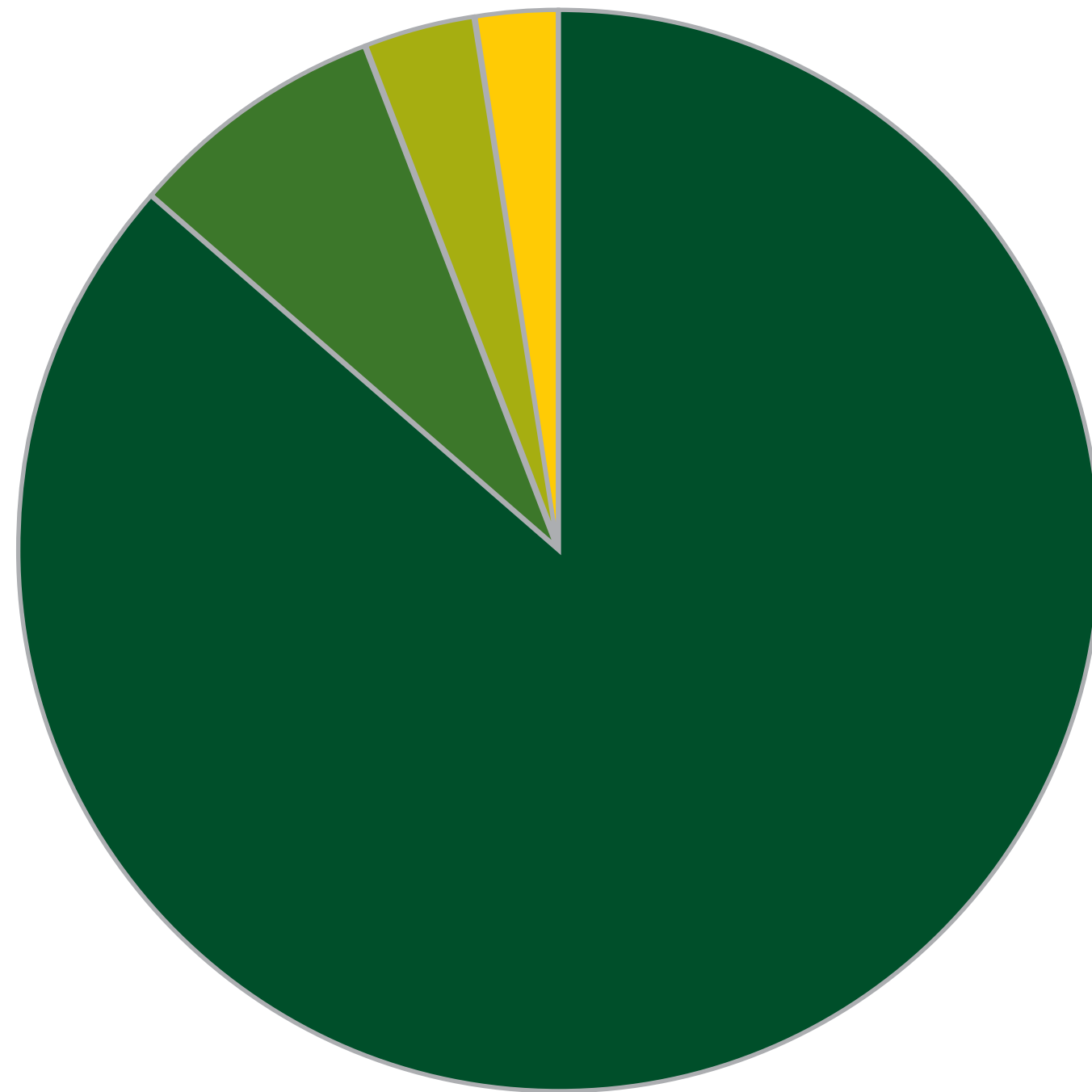
Over 250 responses were collected and analyzed over a one month period, composed primarily of those in the technology sector in self proclaimed high growth organizations (over 20% YOY growth). **78.54%** of respondents were currently using an outsourced agency, and **68.29%** of those not currently using 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.





# Which department best describes your involvement in your organization?



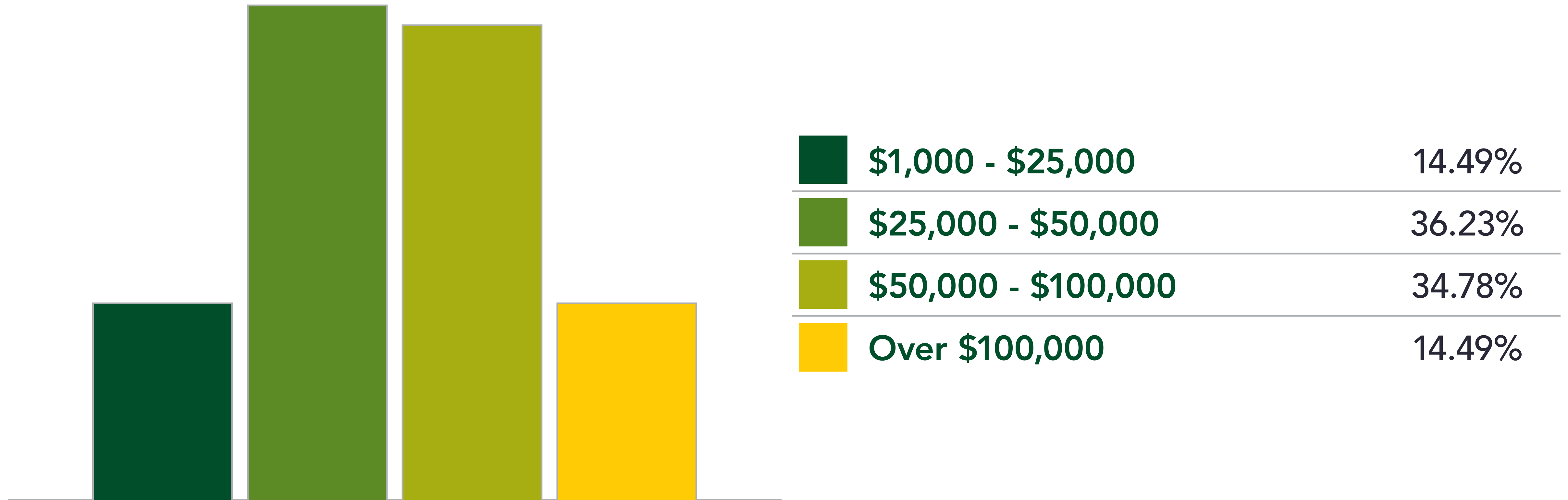
**75.24%** of respondents identified as being in a managerial role, located in these departments.

# Where is your company based?

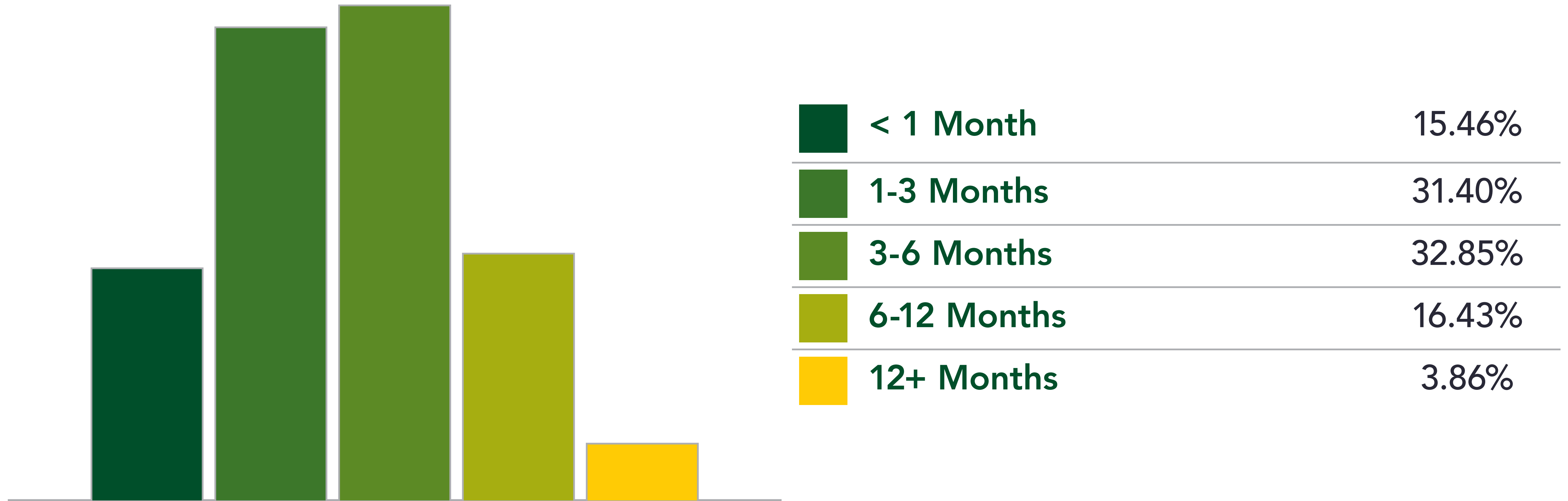


	<b>USA/ Canada</b>	<b>86.47%</b>
	<b>Europe</b>	<b>7.73%</b>
	<b>Asia</b>	<b>3.38%</b>
	<b>South America</b>	<b>2.42%</b>

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



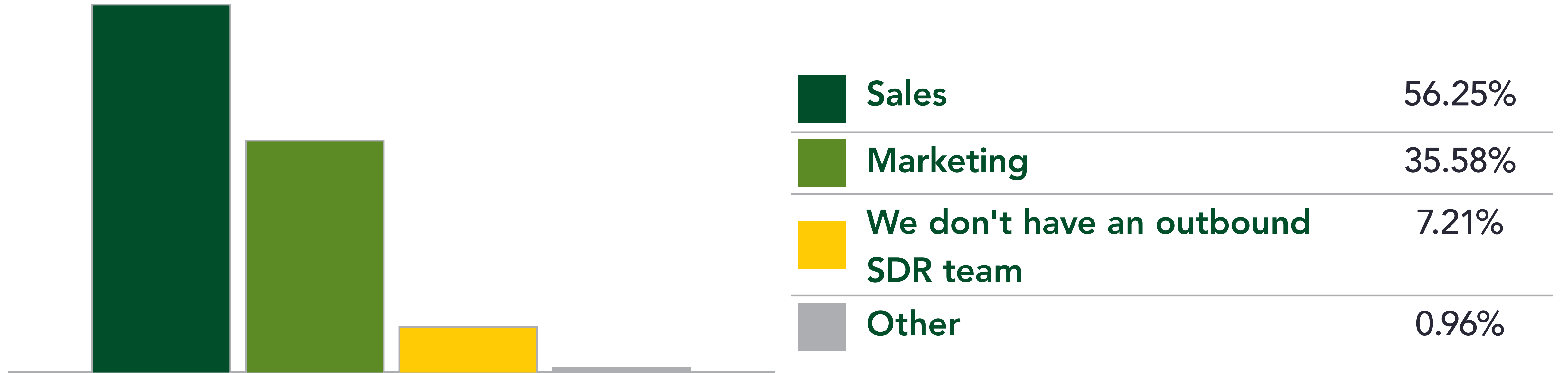
# How long is your average sales cycle?



# Which team does your inbound SDR/BDR function fall under?

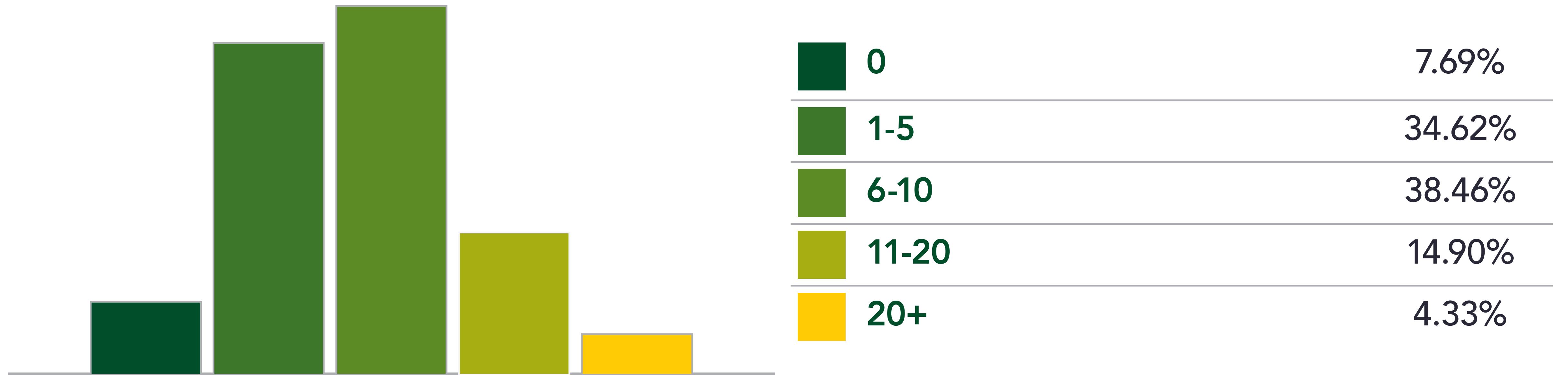


# Which team does your outbound SDR/BDR function fall under?

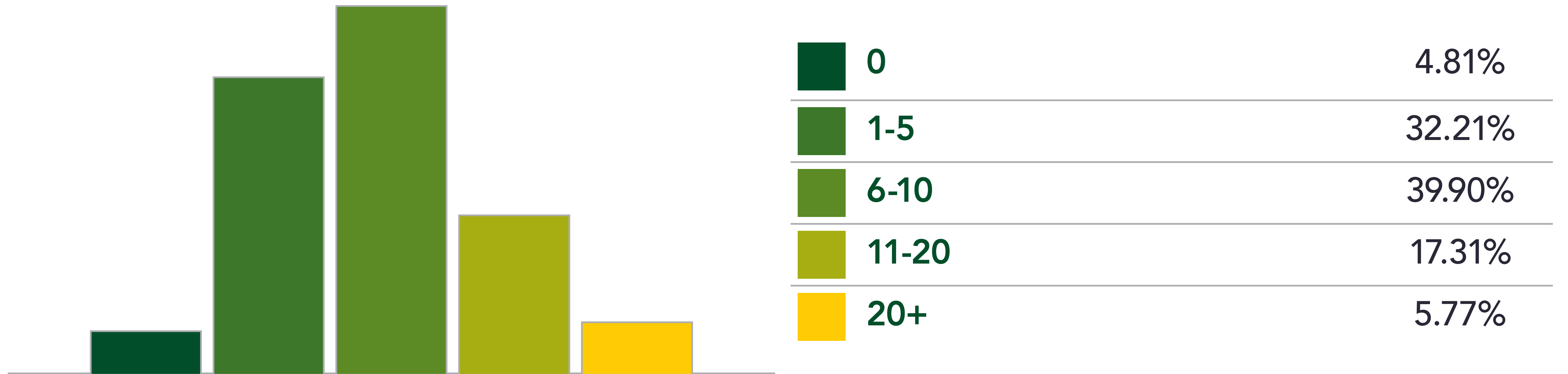




# How many internal inbound SDRs does your company employ?








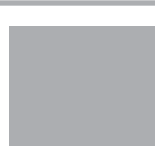
# How many internal outbound SDRs does your company employ?



# 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?

	<b>Cost</b>	25.86%
	<b>Referral</b>	24.63%
	<b>Reputation</b>	21.18%
	<b>Relevant Case Studies</b>	15.52%
	<b>Used in Past</b>	10.84%
	<b>Other</b>	1.97%

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

■	<b>Appointment Setting</b>	19.78%
■	<b>Lead Generation</b>	18.26%
■	<b>Inbound Sales</b>	16.96%
■	<b>Account Based Outbound</b>	13.04%
■	<b>List Management</b>	11.96%
■	<b>Event Registration</b>	10.65%
■	<b>Outbound Sales</b>	9.13%
■	<b>Other</b>	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?

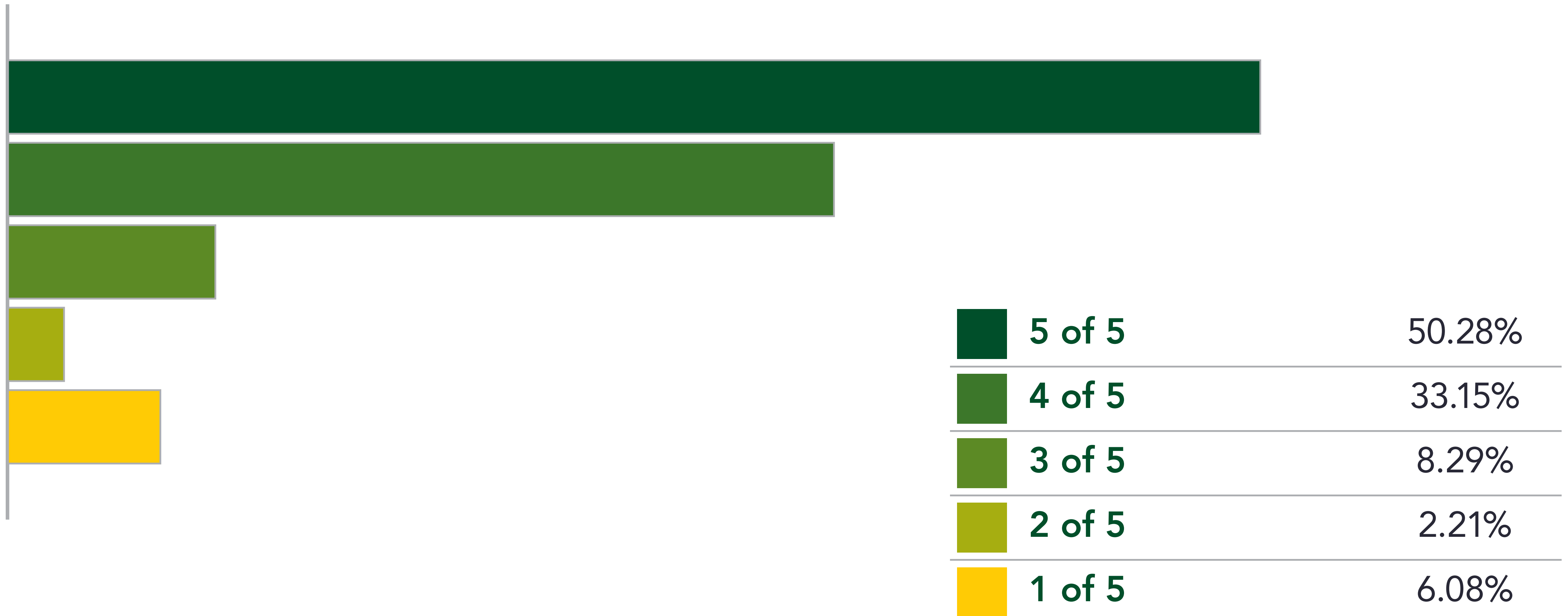
	<b>Somewhat Better</b>	38.38%
	<b>Significantly Better</b>	32.97%
	<b>About Equal</b>	13.51%
	<b>Significantly Worse</b>	7.03%
	<b>Somewhat Worse</b>	6.49%
	<b>N/A - We didn't have an internal team</b>	1.62%

# What are/were your biggest challenges using outsourced SDR agencies?

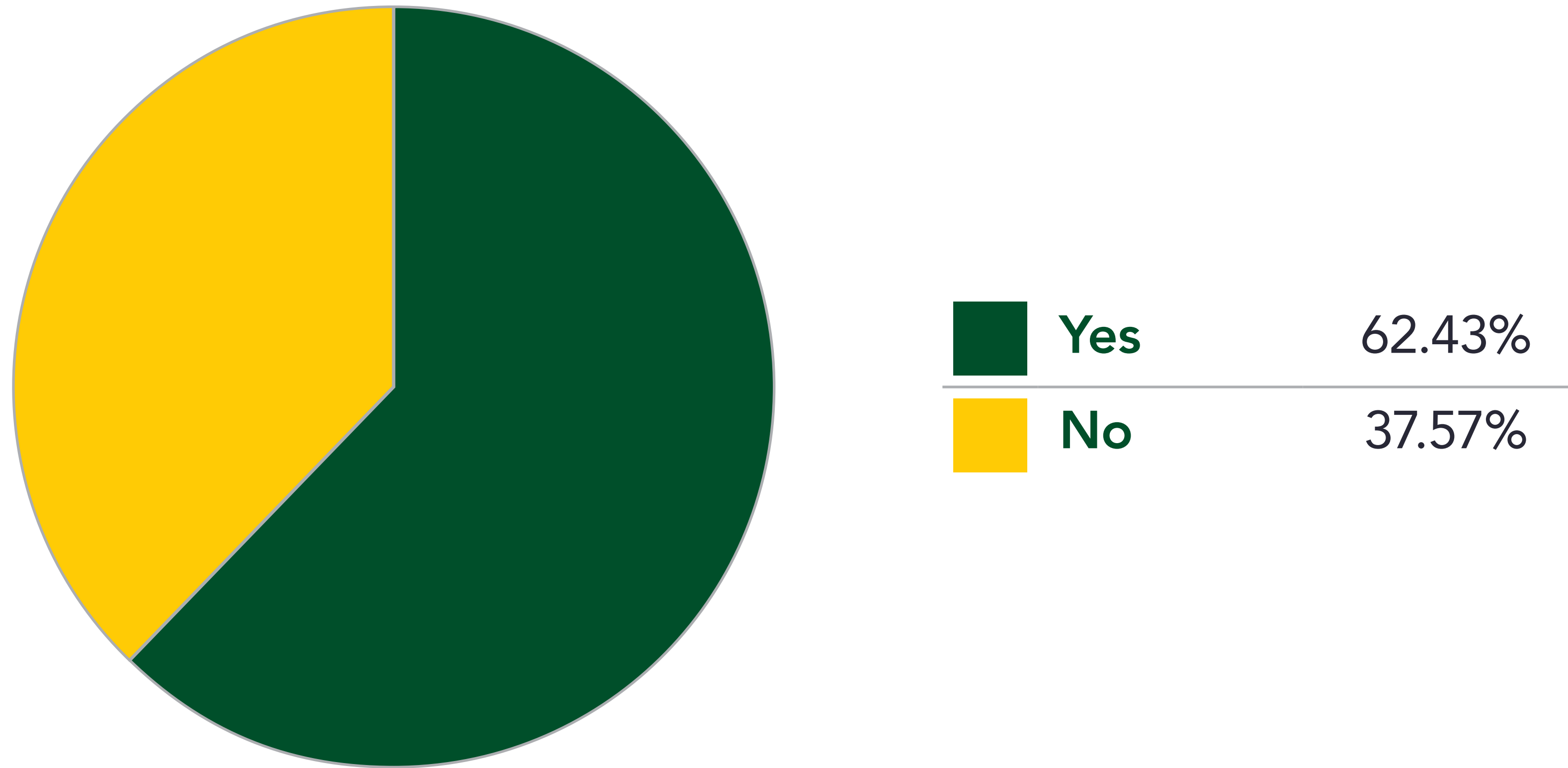
■	Quality of leads/appointments	18.58%
■	Difficulty in training on messaging/benefits	16.67%
■	Cost per quality lead/appointment	14.94%
■	Time to get campaigns running	14.94%
■	Volume of leads/appointments	14.37%
■	Misalignment between internal team and agency	11.88%
■	Avoiding brand image being tarnished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








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








# Would you rehire your outsourced SDR agency?



# Do you think it ever makes sense to entirely outsource your SDR function?

	<b>Strongly Agree</b>	30.99%
	<b>Slightly Agree</b>	38.60%
	<b>Neutral</b>	16.96%
	<b>Slightly Disagree</b>	7.02%
	<b>Strongly Disagree</b>	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%

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"You need to make sure your whole leadership team has a hand in the process has buy-in. If you're going to outsource, everybody has to be on board...Everybody has to agree to do it, or else you have to own it completely without outside influence."

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"With outsourced programs there is no fear that I'm training someone to leave and go to a competitor. There's much less risk. The negative is that an internal person is being trained to move up into an AE role which cannot exist with an agency."

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"You need messaging and value prop. Those have to live with the order; they're basic fundamentals that the organization needs to provide to the vendor to make sure that they're enabled properly."

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"...I lean toward using an agency because I have to spend much more time with internal staff."

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## 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](http://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](http://www.tenbound.com)