

Selling Outsourcing Services

Recently we were asked to provide key points in selling outsourcing services. Here are 4 key points to selling outsourcing services:

1. **CORE COMPETENCY** - The value proposition for outsourcing is that you have a vendor performing a service as their core competency, so they should be much better at it than the customer who probably has a different core competency. Example: PC company makes and sells PC's so this is their core, however supporting their customers through call centers is not their core. Hiring an outsourcer who has call centers and customer service as a core will do much better. Hold to this value prop as it's the main reason they should be talking to you.
2. **SHARED INFRASTRUCTURE COSTS** - Outsourcers share the cost of infrastructure and operations across many customers. Those companies who chose to do the service themselves spend the cost for only their own purposes. Outsourcers typically can offer lower costs rather than doing it yourself based on these costs factors.
3. **ALIGN TO CUSTOMER'S REQUIREMENTS** - Listen to your customer's requirements / needs very carefully and honestly test the fit into your capabilities as an outsourcer. If it fits, win fast, else if it doesn't fit, lose fast and find another opportunity.
4. **SELL TO THE LONG RUN BUT STRESS THE FLEXIBILITY**- Most outsourcing opportunities compete with known competitors and also internal efforts. Know who you're selling against and sell your capabilities for what you offer the customer in the long run. Outsourcing is not a short term practice, it needs to be developed, mature and adjusted to finally fit the customer's actual requirements and their culture. However, based against an internal effort, outsourcing can be adjusted or even cancelled more easily without having the cost of internal reorganization to deal with.