



Outsourcing Buyers Panel

Sales Leader Series – TeleBriefing #5

October 27, 2009

theoutsourcinginstitute
@outsourcing.com



Sales Leader Series – Fall 2009

Escaping Pipeline Purgatory - click to view	Sept, 17 2009
Creating Qualified Opportunities (Not Just Leads) - click to view	September 24, 2009
Sales Readiness for 2010 – click to view	October 1, 2009
2.0 Sales Tools for the Real World - click to view	October 19, 2009
Outsourcing Buyers Panel: “Why We (Really) Buy” - click to view	October 27, 2009
Sales Leaders Dream Team - click to register	November 5, 2009
Q4 State of the Outsourcing Industry – Buyers Viewpoint - click to register	November 19, 2009

Sales Leader Series: Hosts and Sponsors



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Outsourcing Buyers Guest Panel



Edward Susman
Senior Vice President
Relationship Manager
Citigroup



Soumitra Rathod
Vice President
Worldwide IT Sourcing
McGraw-Hill



Rahul Sen
Director, Offshore Outsourcing
Global Shared Services
Wolters Kluwer

Outsourcing Buyers Panel

Why did you decide to outsource?

Outsourcing Buyers Panel

What impact do today's business conditions have on planned outsourcing activities?

Outsourcing Buyers Panel

What do you look for when
evaluating an outsourcing provider?

Outsourcing Buyers Panel

What suggestions do you have for providers trying to establish a dialogue with outsourcing buyers?

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TAKING OI ON THE ROAD... Outsourcing 2.0: From Theory to Reality
Are you still doing it the old fashioned way?

London, Dallas, San Francisco, Miami, Washington DC, New York, Chicago

Outsourcing 2.0 - the new outsourcing and what it means to you - your strategy, your process and your career. *More Cities coming soon...*

Check out www.outsourcing.com/roadshow

With the **largest outsourcing network in the world** and the **most trafficked outsourcing portal on the internet** at Outsourcing.com, OI is the go-to-source for those seeking targeted sales and marketing traction and ROI in the outsourcing space.

A logo for "Spectrum of Solutions for SERVICE PROVIDERS". The word "Spectrum" is in a large, green, serif font. "of" is in a smaller, green, sans-serif font. "Solutions for" is in a smaller, green, sans-serif font. "SERVICE PROVIDERS" is in a large, green, bold, sans-serif font. To the right of the text is a colorful, pixelated square graphic with shades of blue, purple, pink, red, orange, and yellow.

Spectrum of
Solutions for **SERVICE PROVIDERS**

If you need:

- **Qualified Outsourcing Leads,**
- **Exposure to outsourcing decision-makers**
- **Thought Leadership opportunities**

Contact Jared Gleason at 516-279-6850 x712 or e-mail jgleason@outsourcing.com to request an overview summary on promotional vehicles.

Outsourcing 2.0 Roadshow

London	October 8, 2009	Register
Dallas	October 13, 2009	Register
San Francisco	October 15, 2009	Register
Washington, DC	November 12, 2009	Register
New York City	December 3, 2009	Register
Chicago	December 8, 2009	Register



Sales Readiness 2010 Workshop

Focus Areas	Results and Benefits
Sales strategy	<ul style="list-style-type: none"> – Review of revenue goals, sales objectives and growth plans – Identify accelerators, risks and drivers – Recommendations
Priority target markets	<ul style="list-style-type: none"> – Market SWOT and competition matrix – <i>Sweet Spot profiling framework*</i> – <i>Sale analytics best practices*</i>
Selling model – structure and channels	<ul style="list-style-type: none"> – Assess strengths and weaknesses – Alternative channel evaluation
Sales team	<ul style="list-style-type: none"> – Sales efficiency best practices – Identify team and rep metrics – <i>Rep ranking framework*</i> – <i>Sales force sizing model*</i>
Prospecting and lead generation	<ul style="list-style-type: none"> – Value proposition & elevator pitch review – In-bound lead recommendations – Sales 2.0 review – <i>Lead management and tracking model*</i>
Pipeline and revenue forecasting	<ul style="list-style-type: none"> – Sales pipeline review: confirmation, gap assessment and risk analysis – <i>Revenue forecasting model*</i>

**3forward template / tool – customized for client*

For Information:
[Sales Readiness 2010 Workshop](#)

To Discuss:
Dan.Hudson@3forward.net

Resources



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Thank You For Joining Outsourcing Buyers Panel

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