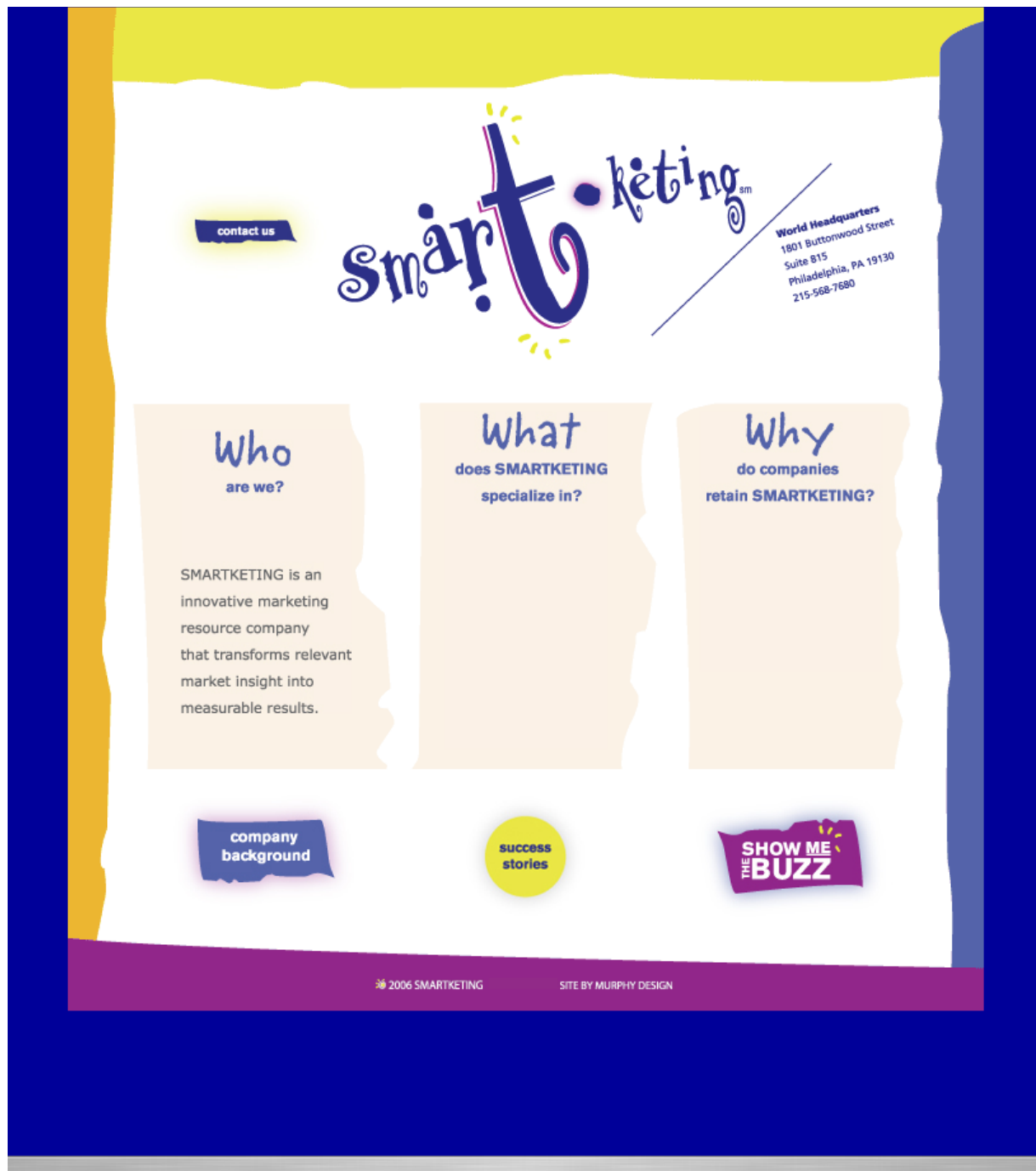


Smartketing Logo, Identity,
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Outsourcing Makes \$en\$e

TUESDAY, OCTOBER 21, 2008

Outsourcing Makes \$en\$e

Blink:
Outsourcing sales and marketing is a cost effective option for businesses that are on overload to implement key strategic initiatives – new product introductions, segment marketing, etc. A seasoned professional contracted from the outside has the expertise and business network to get the job done in a timely, focused manner.

Read On:
"I'm so swamped."
"There just aren't enough hours in the day."
"Sorry for the delay in getting back to you. I've been traveling like crazy and haven't been able to get caught up."

Do these lines sound familiar to you? Probably. Because of the demands being placed on corporate America, stress is at an all time high. Yet the result is BS, what I call "Busy Slow." Little is getting done, long-term execution is nominal at best, and everyone appears to be on a treadmill.

Why is this happening? For starters, corporations are trained in performing financial gymnastics to make their numbers. Staffing is lean and mean. We're being asked to do more with less, especially those of us in sales or marketing. Make two more calls per day. Identify and implement double-digit market opportunities. And while you're at it, I need you to cut your operating budget by 25%.

Another impediment is overconnectedness, a term first coined by Thomas Friedman of the New York Times – the growing cultural obsession with being connected everywhere, all the time. This obsession started in the business world. Witness the times you've been on a plane when as soon as it lands, all the business people

