

What's the difference between Inside Sales and Outside Sales?

Inside Sales

Outside Sales

Leverages technology to connect with and acquire customers remotely.

Definition

Travels to meet with potential customers and organizations in person.

- Shorter cycles
- Lower annual contract value (ACV)
- Fewer stakeholders
- Lower sales cycle complexity

Sales Cycle

- Longer cycles
- Higher annual contract value (ACV)
- More stakeholders
- Increased sales cycle complexity

- Less experience necessary
- Repetition at scale
- Focused prioritization
- Cold calls more likely
- Answers inbound calls/inquiries
- Manages more leads/customers
- Data entry and administration

Skillset

- Strategic/situationally aware
- High emotional intelligence (EQ)
- Business-oriented negotiation
- Overcomes objections and adapts sales pitch quickly
- Limited on leads/customer load due to travel

Calls, emails, new clients, demos, discovery calls scheduled

Metrics

Meetings, presentations, sales, contracts signed, participants

One-to-many digital tools, automations, and systems

Tools

Physical, in-person tools and means of transportation

(such as CRM, Email, Chat, Phone, Social Media, Computer or Tablet, Video Conference, Website, Automations, etc.)

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