Televerde

White Paper

Inside Outsourcing: A Playbook for Building Trust, Performance, and Pipeline

Executive Summary

Outsourcing can be a powerful strategy for accelerating growth, scaling operations, and reaching new markets—but only if the partnership works both ways.

Too often, organizations view outsourced partnerships through a one-sided lens: What can this partner do for us? However, the most successful outcomes come from companies that flip the question and ask: What can we do to set our partner up for success?

This whitepaper is a practical playbook for high-performance collaboration. Drawing from real-world experience, including Televerde's long-term partnership with Hexagon Manufacturing Intelligence, we explore the five key enablers of outsourcing success, from strategic alignment and seamless integration to training, feedback, and shared purpose.

You'll also learn about the common pitfalls that cause partnerships to stall, disconnect, or underdeliver and how to avoid them.

Through insights, actionable strategies, and a results-driven case study, this guide shows what's possible when you treat your partner like an extension of your own team. When internal and external teams align on goals, share knowledge, and build trust, the results speak for themselves: greater ROI, faster sales cycles, and stronger market positioning.

Whether you're building a new outsourcing relationship or looking to strengthen an existing one, this guide will help you create the conditions for lasting success on both sides of the partnership.

Introduction

Outsourcing may be a cost-saving measure, but it's also a strategic move. For sales and marketing teams in particular, the right outsourced partner can accelerate pipeline growth, improve efficiency, and drive long-term revenue impact.

But success isn't automatic. Even the most capable outsourcing providers can't deliver meaningful results without the right conditions in place. And those conditions aren't just about what the partner brings to the table. They're also about how your internal teams show up to support the relationship.

At Televerde, we've seen firsthand what separates high-performing partnerships from the rest. It comes down to a simple shift in mindset: Instead of asking what your partner can do for you, start asking how you can enable them to succeed.

This playbook outlines the five most important enablers of outsourcing success based on years of experience across B2B industries. It also covers the common missteps that can quietly erode performance, trust, and ROI over time. Finally, we'll share a real-world example: how Hexagon Manufacturing Intelligence worked with Televerde to overhaul its pipeline strategy, align teams, and ultimately generate over $60 million in pipeline revenue with a 6X return on investment.

Whether you're outsourcing for the first time or reevaluating an existing partnership, this guide will help you build a stronger foundation. Because when your partner succeeds, so do you.

1 | Strategic Alignment

Outsourcing only works when both sides are moving in the same direction. That requires more than just a signed contract or a kickoff call. It takes strategic alignment from day one.

Before an outsourced partner can deliver value, they need to understand what success actually looks like for your team. That means aligning on core objectives, setting realistic KPIs, and agreeing on measuring progress. Vague goals like "more leads" or "faster pipeline" don't cut it. You need clear, shared targets tied to business outcomes, such as new logo acquisition, sales-qualified lead conversion, or contribution to closed revenue.

Strategic alignment also requires involvement from the right stakeholders. Too often, outsourcing relationships are siloed—managed by procurement or one team leader without buy-in from the broader sales and marketing organization. But when executive sponsors, frontline managers, and outsourced teams work toward the same outcomes, collaboration improves, timelines tighten, and results scale faster.

Finally, alignment means staying flexible. As business priorities shift, goals will evolve. High-performing teams revisit their strategy regularly with their partner, using performance data to inform decisions, not just to report progress.

The better your outsourced team understands your business, the better they can represent it. And when both sides agree on what winning looks like, that's when the real momentum begins.

2 | Seamless Integration

Your outsourced partner should never feel like an outsider. The most effective collaborations happen when the partner is embedded in your workflows, systems, and daily routines, just like an extension of your internal team.

Seamless integration starts with access. Your partner needs the same tools and insights your sales and marketing teams rely on: CRM access, campaign calendars, sales enablement materials, and reporting dashboards. Without visibility into your processes and priorities, they're flying blind. With it, they can engage prospects with relevance and confidence.

But access alone isn't enough. Integration also means regular communication. Set up shared Slack channels or standing syncs between your internal leads and your partner's team. Loop them into planning calls. Invite them to team meetings. The more they're included in conversations, the faster they ramp up and the better they can adapt to your evolving needs.

It's also important to assign clear points of contact on both sides. This helps avoid confusion and ensures accountability, especially when questions or issues arise. A strong integration structure allows for rapid feedback, fast decision-making, and a more agile go-to-market effort.

The bottom line: When your partner feels like part of your team, they work like one. And that leads to better alignment, faster execution, and stronger outcomes.

3 | Consistent Feedback Loops

Even the best outsourcing partnerships won't succeed without ongoing communication. It's not enough to launch with a plan and check back at the end of the quarter. You need regular, structured feedback loops that keep both sides aligned, informed, and improving.

This starts with setting a cadence. Weekly check-ins, monthly performance reviews, and quarterly strategy sessions allow your partner to share progress, raise concerns, and make recommendations based on what they're seeing. These conversations aren't just about reviewing metrics. They're a chance to troubleshoot and adapt the strategy in real time.

You should also create space for informal feedback. Encourage team members on both sides to share observations: what's working, where there's friction, and where more support might be needed. The more transparent both teams are, the more effectively they can respond to changes and improve results.

It's easy to treat performance reports as the end of the conversation. But the most valuable insights often come from digging deeper. What trends are emerging? Which tactics are gaining traction? Where are opportunities being missed? When you invite your partner to contribute strategic ideas (not just execute tasks), you unlock more value from the relationship.

The more open and consistent the feedback loop, the faster your partner can course-correct and optimize for success.

4 | Training and Enablement

Your partner can't represent your brand well if they don't understand it. Even experienced outsourced teams need proper onboarding to speak with authority, navigate objections, and build trust with your prospects.

Training and enablement should begin early and evolve over time. Start by giving your partner the same onboarding experience you'd provide a new internal hire. That includes product overviews, competitive positioning, ideal customer profiles, and common use cases. Share recordings of past sales calls, FAQs, and objection-handling guides. The more context they have, the more confident and effective they'll be.

But enablement doesn't end with onboarding. Markets shift, messaging evolves, and new solutions roll out. Make it easy for your partner to stay up to date. Provide regular briefings, share new content, and keep an open line of communication for questions. If your internal team is getting updates, your outsourced team should be looped in, too.

Also, consider the format of your training. Some teams learn best through live sessions. Others prefer written documentation, video walkthroughs, or knowledge bases. Ask your partner what works best for them, and tailor your approach accordingly.

An enabled team performs better. When your partner is well-informed and supported, they can have more meaningful conversations, drive better outcomes, and represent your company with the confidence of an insider.

5 | Shared Culture and Purpose

High-performing partnerships go beyond deliverables. They're built on trust, shared values, and a sense of purpose that connects both teams. When your partner feels invested in your mission, and you're invested in theirs, you create a foundation for long-term success.

Start by treating your partner as more than a vendor. Recognize their contributions, celebrate shared wins, and include them in company updates and team milestones. These small gestures will strengthen bonds and help your partner feel like they're part of the bigger picture.

It also helps to understand your partner's culture and values. For example, Televerde's model centers on second-chance employment, with most of its workforce comprising incarcerated or formerly incarcerated women. Clients who embrace that mission often see deeper engagement from the team and stronger performance overall. When your goals are aligned with your partner's purpose, the collaboration becomes more meaningful.

Shared purpose also drives better results. When teams on both sides are motivated by metrics and mutual success, they bring more energy, creativity, and care to the work. That's what transforms a transactional relationship into a true partnership.

At the end of the day, culture and purpose matter. When you build a relationship grounded in mutual respect and shared ambition, your partner won't just meet expectations–they'll exceed them.

The First 90 Days: Setting the Tone for Long-Term Success

The foundation you build in the first 90 days of an outsourcing partnership will shape everything that follows. This early phase is when expectations are clarified, workflows are tested, and trust starts forming or fracturing. Companies that invest in getting this stage right see faster ramp-up, stronger collaboration, and more consistent long-term results.

Before Day 1: Prepare Internally

Success starts before your partner ever makes a call or sends an email. Internally, make sure your teams are aligned on the engagement goals and the role the outsourced provider will play. Gather the tools, materials, and systems access your partner will need to hit the ground running. Clear communication upfront reduces confusion and delays from arising later.

Day 1–30: Prioritize Enablement Over Execution

This is not the time to push for immediate results. Use the first month to onboard your partner thoroughly, just like you would with a new internal hire. Introduce them to your sales playbooks, ICPs, buyer personas, objection handling guides, CRM structure, and performance expectations. Pair them with internal team members where possible and set up bi-weekly syncs to answer questions and refine processes

Day 31–60: Establish a Feedback Rhythm

Your partner should execute in a controlled environment by the second month. This is when feedback loops become essential. Start reviewing performance trends. Not just metrics, but qualitative feedback from both internal and partner-side teams. Are conversations landing? Are handoffs smooth? Is the messaging resonating? Don't wait until the end of the quarter to make changes. Adjust in real time.

Day 61–90: Optimize and Expand

With a foundation in place, you can begin optimizing the engagement. Fine-tune messaging, adjust targeting and consider scaling successful plays to additional territories or segments. Continue meeting weekly, but layer in a deeper performance review each month. Celebrate early wins together and call out strong collaboration. This builds momentum and morale on both sides.

WHY IT MATTERS:

Too many companies expect quick wins in the first few weeks, then lose faith if they don't materialize. However, with realistic expectations and structured support, the first 90 days can set the tone for a long-term, high-performance partnership.

Common Pitfalls and How to Avoid Them

Even the best outsourcing partnerships can fall short if certain traps aren't addressed early. Below are some of the most common reasons outsourced programs underperform and how to avoid making the same mistakes.

1

Treating outsourcing like a one-way transaction

Outsourcing doesn't mean handing off work and walking away. Without ongoing collaboration, even a skilled partner will struggle to hit targets. Make space for mutual strategy-building, open feedback, and regular adjustments..

2

Withholding access to tools and information

If your outsourced team doesn't have access to your CRM, content, or sales materials, they're working ata disadvantage. Equip them with everything your internal team uses to succeed. Transparency creates better execution.

3

Setting unrealistic expectations

Expecting instant results or perfect performance out of the gate is a fast track to disappointment. Give your partner time to ramp, refine, and iterate. Focus on trends and trajectory, not just early numbers.

4

Ignoring performance data or partner feedback

When a partner brings you insights or flags concerns, don't brush them off. Some of the best optimizations come from the team doing the work. Use those insights to fine-tune your approach.

5

Failing to build internal alignment

Collaboration suffers if your internal sales and marketing teams don't understand how the partner fits into the picture. Loop in key stakeholders, clarify roles, and make sure everyone's pulling in the same direction.
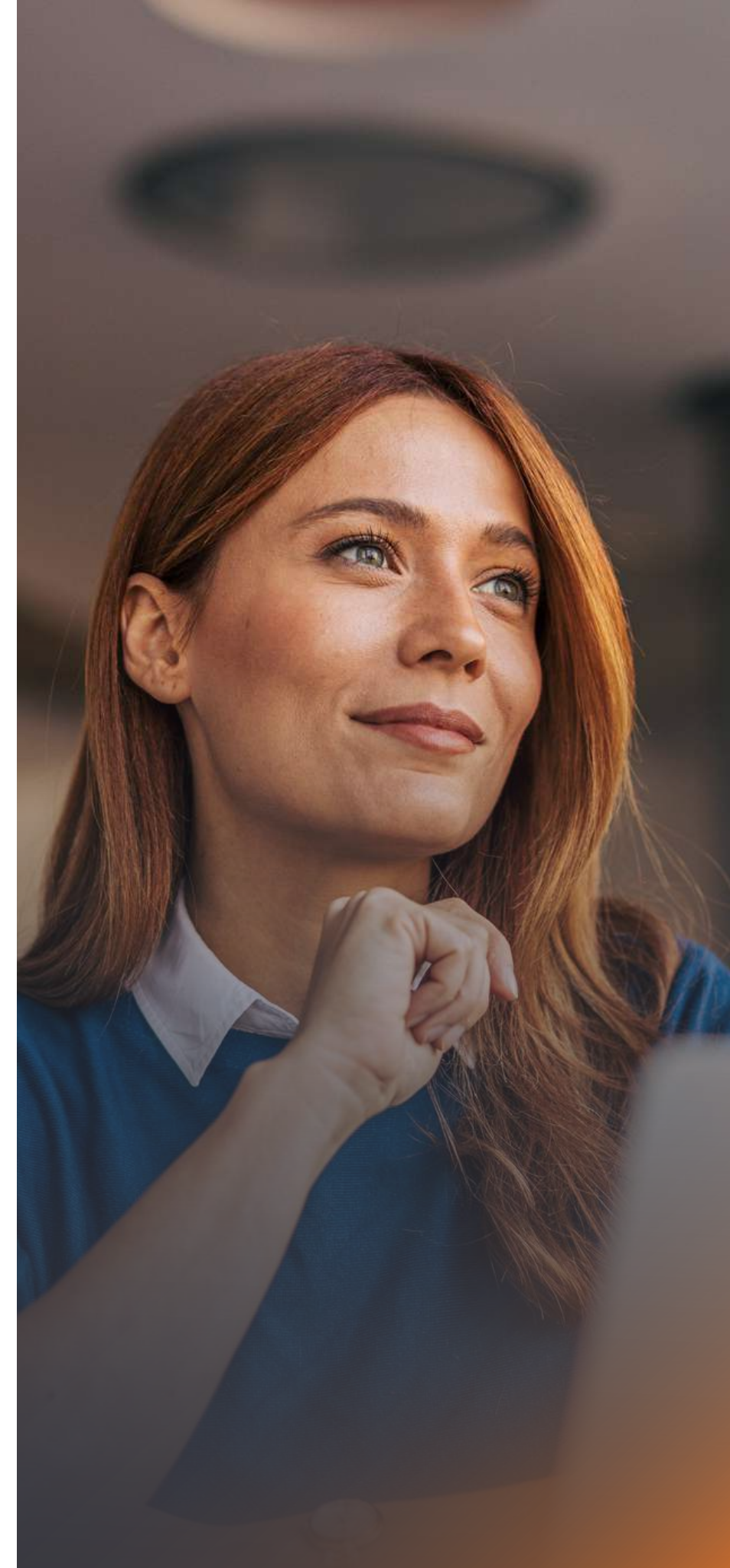
Case Study: Hexagon Manufacturing Intelligence

Hexagon Manufacturing Intelligence (MI) provides advanced metrology and manufacturing solutions to aerospace, automotive, and medical technology industries. Known for innovation and precision, Hexagon set out to grow its pipeline by securing more top-of-funnel opportunities and accelerating its sales cycles, but the path forward wasn't clear.

The Challenge

Hexagon needed more than just additional leads. They aimed to secure net new logos, build a sustainable sales pipeline, and position their teams as trusted advisors in the market. They aimed for a 5X return on investment, but early results fell short. Initial engagement with Televerde didn't hit expectations, leading to a key inflection point: adapt the strategy or risk falling behind.

The Collaboration

Rather than abandon the partnership, Hexagon leaned in. They gave Televerde the space to rework the strategy and implement a new approach grounded in data, frontline feedback, and proven best practices. Televerde became deeply embedded in Hexagon's operations, integrating with sales teams like Bridge, Arm, and Tracker, and working hand-in-hand with internal leaders to realign goals and expectations.

They weren't just dialing leads. Televerde acted as an extension of the team, representing Hexagon's brand with authority, responding to market shifts in real-time, and adjusting tactics quickly based on performance insights.

The Results

The shift paid off.

6x	$63m	$16m	64%	39%
return on ivestment	in pipeline generated	in closed-won revenuet	SAL to SQL conversion rate	SQL to closed-won conversion rate

Televerde's team became a critical part of Hexagon's go-to-market motion. In the first year alone, they generated over 1,500 new sales opportunities, resulting in 150+ closed deals. Meetings were not only more frequent but also more productive, with an 85% average show rate, well above industry benchmarks.

Beyond the Numbers

Perhaps most importantly, the partnership delivered impact beyond metrics. Dozens of Televerde agents advanced in their careers, including several promoted within the program and others who graduated and transitioned into full-time roles outside of the prison system. Hexagon embraced this model fully, recognizing the dual value of business success and social impact.

Hexagon's story shows what happens when companies treat outsourced providers as real partners, giving them responsibility and the support, trust, and collaboration they need to deliver exceptional outcomes.

Want more detail? Watch Hexagon's full testimonial video here or explore the written case study on Televerde's website here.

> "I was not only confident in the agents' abilities but impressed by their knowledge of Hexagon's products and solutions. Their ability is on par with any of our internal hires."

SEVKI INAN, VP OF INSIDE SALES, HEXAGON MI
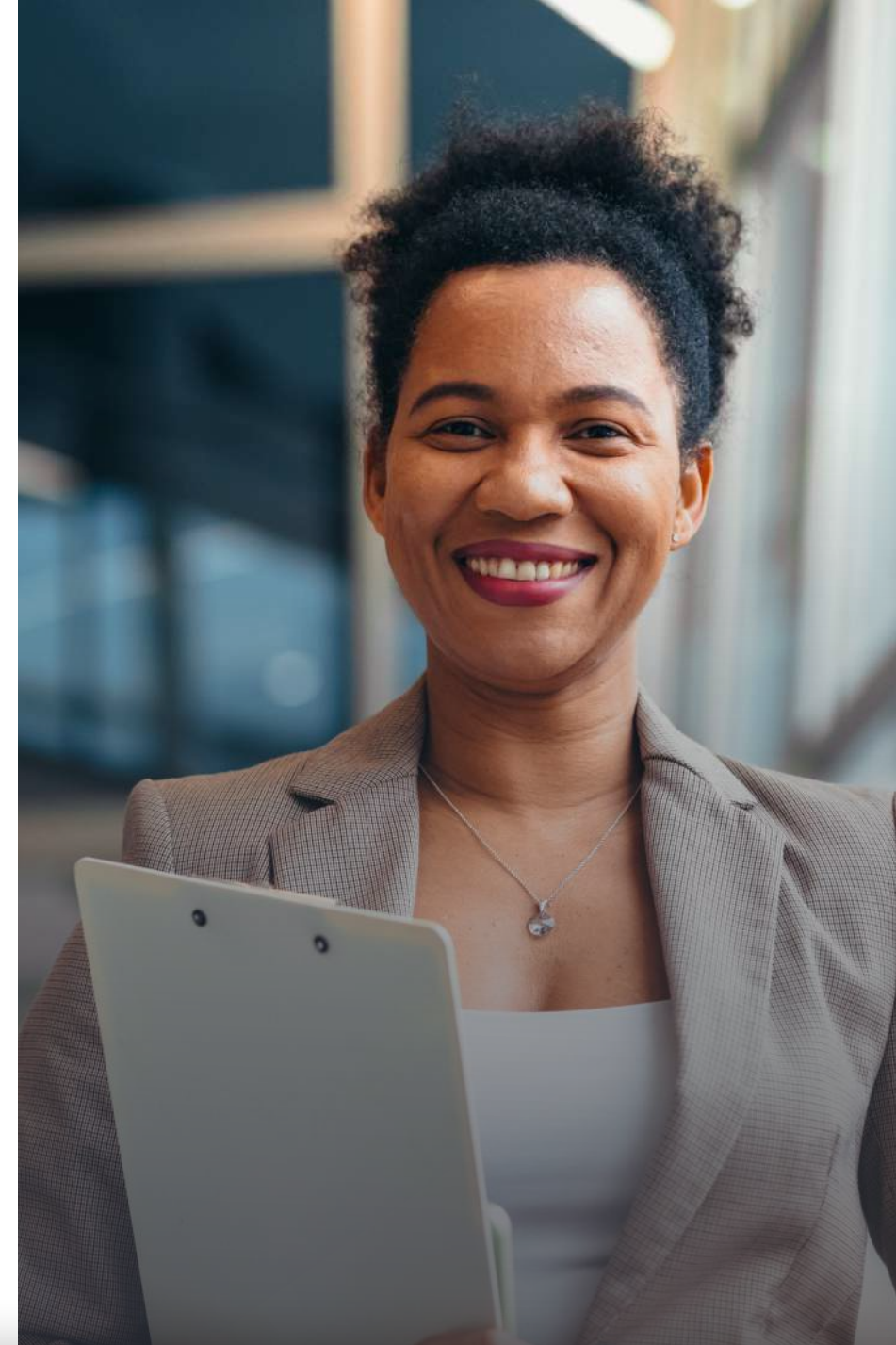
Metrics That Matter in an Outsourced Partnership

Successful outsourcing partnerships rely on more than gut feel or anecdotal wins. They're built on measurable performance. Tracking the right metrics gives both sides the visibility needed to fine-tune strategy, adjust priorities, and prove ROI.

But not all metrics are equally helpful. Volume alone, such as total dials or emails sent, doesn't tell the whole story. The most effective partnerships focus on activity, conversion, and outcome-based metrics. Here are the ones that matter most:

Top-of-Funnel Activity

These metrics gauge outreach consistency and effort:

- Number of calls/emails per week
- Contact rate (how often outreach leads to real conversations)
- Lead response time (how quickly prospects are contacted)

Pipeline Movement

Once leads enter the funnel, you need to know how well they're progressing:

- **MQL to SAL conversion rate:** Are marketing-qualified leads turning into sales-accepted leads?
- **SAL to SQL conversion rate:** Are those accepted leads becoming sales-qualified?
- **SQL to opportunity/closed-won:** Are qualified leads converting to deals?

Meeting Metrics

Outsourced partners often support appointment setting, so meeting metrics are key:

- Meetings booked per week/month
- **Show rate:** How many meetings actually happen?
- **Discovery quality:** Are reps gathering the right information?

Revenue Contribution

Ultimately, outsourcing should impact pipeline and revenue. Track:

- Pipeline value attributed to partner-sourced leads
- Closed-won revenue from outsourced efforts
- Return on investment (ROI)

Qualitative Inputs

Some of the best insights don't come from numbers. Encourage your partner to share:

- Prospect objections or feedback patterns
- Gaps in messaging or collateral
- Suggestions to improve targeting or talk tracks

Pro tip: Don't just review these metrics in isolation. Build a shared dashboard with your partner so both teams have real-time access to the data and can act on it together.

Want help setting up shared dashboards? Learn how Televerde supports real-time reporting on our services page.

Tracking the right metrics keeps your partnership grounded, transparent, and performance-focused. It helps you make smarter decisions, hold both sides accountable, and drive better results without micromanaging the proces.

Conclusion and Action Steps

Successful outsourcing isn't luck. It's built—deliberately and collaboratively on the right foundation.

When companies approach outsourcing as a true partnership rather than a handoff, performance shifts, alignment strengthens, pipeline grows, and results compound.

The five enablers covered in this guide—strategic alignment, seamless integration, consistent feedback, continuous training, and shared purpose—are requirements for high-performance collaboration. Outsourced teams can move with clarity, confidence, and impact when these conditions are in place.

On the flip side, ignoring these fundamentals leads to common pitfalls: unrealistic expectations, communication gaps, underutilized resources, and disappointing outcomes. But they're avoidable (and usually fixable) with the right adjustments.

If you're already working with an outsourced provider, use this guide to assess what's working, where friction may exist, and how you can better support long-term success.

If you're starting fresh, build your program on these principles from day one. Treat your partner like an extension of your team. Prioritize transparency, invest in enablement, and stay in sync every step of the way.

Outsourcing is about extending your culture, values, and commitment to excellence. You don't just get a service provider when you do that well. You get a partner that helps your business grow in ways you couldn't achieve alone.

Quick Checklist: Are You Setting Your Outsourced Partner Up for Success?

Use this list to evaluate your current approach or guide your next outsourced engagement.

- [ ] Have you clearly defined success metrics and aligned on KPIs?

- [ ] Are your internal teams and outsourced partner working toward the same strategic goals?

- [ ] Does your partner have access to the necessary tools, systems, and information?

- [ ] Have you established regular check-ins and feedback loops?

- [ ] Do you provide training and ongoing enablement as your messaging or offerings evolve?

- [ ] Are you treating your partner as an extension of your team, not just a vendor?

- [ ] Do your values and culture align, and are you communicating them consistently?

- [ ] Are you open to feedback, suggestions, and shared ownership of results?

- [ ] Have you addressed early performance challenges with collaboration instead of blame?

- [ ] Do you celebrate shared wins and acknowledge your partner's impact?

If you answered "no" to more than a few of these, it's time to revisit your approach. Your partner's success depends on it, and so does yours.

About Televerde

Televerde is a global revenue creation partner that helps B2B companies generate demand, accelerate pipeline, and drive revenue growth. For over 30 years, we've partnered with organizations across industries to deliver measurable impact through expert-led sales and marketing support.

What sets Televerde apart is our people. Seventy percent of our workforce comprises incarcerated and formerly incarcerated women, giving our clients access to a highly motivated, mission-driven team that brings skill and purpose to every engagement.

We've helped leading brands like Broadcom, SAP, and Hexagon build stronger pipelines, improve conversion rates, and exceed growth targets. Our approach is deeply collaborative, designed to embed with your teams, understand your goals, and deliver results beyond the numbers.

To date, we've helped our clients generate more than $14 billion in revenue. But our mission doesn't stop there. We believe in creating opportunities for our clients, our team members, and the communities we serve.

Televerde

Ready to see demand generation and sales growth results?

Contact Us

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Let's build something great together.

Schedule a consultation with our team to explore how Televerde can support your goals.

Visit **http://www.televerde.com** or call us at **888-925-7526** to learn more