

Aggressive Growth Expected by SJD Sales

SCOTTSDALE, AZ, USA, February 22, 2014 /EINPresswire.com/ -- [SJD Sales](#), a distributed sales outsourcing firm serving the US market, announces plans are being made to handle rapid growth in 2014. The firm reports that inquiries for direct sales team services have increased by 19% over the last 5 weeks.

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SJD Sales

SJD Sales report that demand for performance based outsourced sales services continues to rise among IT and technology services firms. This upward trend is evident in research from Cloud Computing in a report entitled ‘Worldwide and US Business Process Outsourcing Services 2013 – 2017 Forecast’, which projects the BPO industry to reach \$209.4 billion worldwide and \$97.3 billion in the US

by 2017; growth of 5.7% and 4.3% respectively.

The main reasons that businesses choose to [outsource to SJD Sales](#) are cost reduction, time management, and quality of service.

SJD Sales partner, Deborah Taylor stated that, “the advantage of outsourcing sales functions to a company like SJD Sales is that we are a specialized firm, with staff already experienced and successful in the niche industries and markets our clients need to reach. Our clients know that they are getting an expert team that hits the ground ready to succeed. SJD clients can focus their efforts towards their core business service delivery and development functions, saving the time and cost involved in training and deploying an experienced outside sales team.”

SJD Sales agrees with [Datamark’s forecast](#) that 2014 will see an additional shift towards outcome-based pricing, which the firm has been known for since its founding. Partner Tracy Williams predicts that this shift will be aided by the findings of the 2013 Fournaise Marketing Group’s Global Marketing Effectiveness Program, in which a wide variety of marketing providers were criticized by 78% of CEOs as not providing a return on investment.

“One of our strongest selling points has been our performance-based pricing model, as clients pay a fixed percentage on collected first year revenue created by SJD new business sales. This ensures we are focused and accountable for our clients’ success, and that each client receives a dedicated sales team committed to their success and growth,” says SJD Sales’ Deborah Taylor.

As 2014 begins with the strongest January sales in company history, SJD Sales looks forward to

rapid growth throughout the coming year.

About SJN

SJN Sales is an outsourced firm specializing in direct marketing, sales and promotions for business-to-business specialists around the world.

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