

The Konsyg vision

Konsyg is an on-demand sales-as-a-service (SaaS) organization based in Singapore. Primarily working with startup technology companies, Konyg is changing the negative stigmatism of outsourcing a sales team.

Many startup companies struggle with global market access. Konyg works with such companies looking to increase conversion, or to boost the impact of existing products that may be underperforming. By maximizing ROIs, the Konyg approach allows business owners to focus their energy on improving the end product and overall technological idea. This is possible because Konyg implements a professional sales team to manage the connections necessary to achieve long-term business solutions — reaching multi-regional, and ultimately, global success.

The majority of startup companies are inexperienced when it comes to filling the correct managerial positions in order to successfully hire a qualified sales staff. The result is overspending, or a pieced together sales team with no valid direction. Removing the guesswork from this difficult element of running a business — creating a sales strategy and managing a sales force — [Konsyg](#) assists in the development of a unique sales approach from scratch if necessary, or can help navigate an existing plan of action to new heights. The adapted strategy will be designed to begin earning the client revenue as soon as possible and to establish a sustainable business plan for the future.

Consistently striving towards ultimate client satisfaction, Konyg will push to meet, and then surpass, business expectations for results in the industries of SaaS, FinTech, cyber security, med-tech and AI.

The Singapore advantage

Based in the tech-haven of Singapore, Konyg is amongst many successful tech startups and multiple other industries. Geographically aligned to support a global reach, being in the Southeast Asia region provides much more than just consistent warm temperatures and high doses of humidity. Steve Leonard of the Infocomm Development Authority of Singapore (IDA Singapore) emphasizes the impact of Singapore's location to accessing global markets by pointing out that in "[a six hour flight](#) radius, [there are] roughly three billion people...nearly half of the world's population." Technology conferences, showcases and international networking events frequent the 'City of Lions' allowing Konyg to parallel the successes of those who came before it, while revolutionizing tech startups with their unique four-quarter plan.

Being located in the growing city grants Konyg front-row access to industry events like Tech in Asia and Unicon, while simultaneously pushing the brand awareness further into the regional

and international limelight. Small in size and lacking natural resources dictates the necessity for innovative macroeconomic approaches for sustainable economic growth. Immigration policies are designed to entice [skilled workers](#), granting employment passes for trained professionals to participate in the startup surge taking the city by storm.

Bridging the gap between the city's previous reputation — plenty of opportunity for business growth, but lacking in family-friendly activities or creative events winning the nickname of 'Singapore' — the government funded an initiative to bring in big-name attractions such as Universal Studios, casinos, internationally acclaimed restaurants and even modernized the airport. The initiative aimed to bring in more families and businesses with these additions.

The Konsyg difference

An organizational culture relying on a driven, intelligent and young team cultivates an all-or-nothing, innovative startup mentality. Consisting of seven primary members — four of which are female — the Konsyg team is passionate about modifying old practices in an ever-changing, modernized world. Profoundly valuing transparency, clear and consistent communication, Konsyg remains a step ahead of the competition. Konsyg COO, Joe Flaten, currently based in Thailand, highlights how "Konsyg sits as a sales force that serves as a full functioning dedicated sales service provider for its clients." Leaning on exemplary customer service, Konsyg troubleshoots concerns, reporting back any relevant feedback, while onboarding new clients. This keeps the lines of communication between all sides clear.

Truly an end-to-end sales-as-a-service company, Konsyg offers a four-quarter plan designed with zero fluff. An honest layout of past challenges against a backdrop of realistic goals resulting in positive results. This upfront approach is an exemplary display of the integrity on which Konsyg prides itself. Prioritizing this immediate trust with the client sets both parties up for success, while breaking down the old stigmas and rules of the workplace, modernizing business relationships one client at a time.

Why SaaS?

Without direct access to a reliable customer base or generated sales leads, a new company can flounder in the deep ocean that is business sales. Having access to software-as-a-service, the sales options are endless. Connecting the dots for you, a liaison closing the gap between the market and the product, Konsyg is that SaaS.

Konsyg's SaaS approach reduces the upfront cost of marketing for the startup. Paying one monthly fee to have access to the highly trained and dedicated sales team at Konsyg reassures the paying client that its product will have access to a relevant, global database of existing buyers to be contacted. This eliminates the hassle from of the equation of success in its entirety.

Konsyg leads with honesty and integrity, keeping clients confidential while remaining behind the scenes, allowing the startup to shine and providing a sustainable support system after the

completion of the Konsyg four-quarter plan. Konsyg Founder, William Gilchrist, [elaborates on this point](#), “we act as a shadow sales team and will be the on-demand sales presence for any technology...able to develop and execute sales needs.”

Pros and cons of the Konsyg planning process

Konsyg clientele can expect both short and long-term results with quality integration catered to the specific needs of the client company. Confident yet approachable, the Konsyg team is the top choice for reliable, accurate and authoritative content for industries in FinTech, cyber security, med-tech and AI. Statistics show that more than [69 percent](#) of U.S. business owners started that business from their home. As an SaaS company, Konsyg is poised to expose this medium to North American and Asian businesses looking to expand their business further into Asian markets, or become the leading choice for the business’ outsourced sales extension.

A trained, global sales team at your disposal

Cons:

- Hitting an international market too quickly can create a windfall for new companies when unexpected currency fluctuations occur
- Cultural clashes can leave a product down before it can have the opportunity to succeed in overpopulated regions where competitive big-brand names dominate the market
- A lack of knowledge as to relevant privacy laws, [protection of your intellectual property](#), and being legally protected against pirating and knock-offs.

Pros:

- Konsyg will assign sales representatives to carry out all sales functions targeting any region of choice, thus allowing a smooth transition into a foreign land
- Businesses with limited reach or funds have a doorway that can lead to accessing a global network at a fraction of the initial startup costs of assembling a trained, international sales force
- The Konsyg sales representative assigned to you from the get-go will develop the sales process comparable to your individual business model and provide data tracking systems for scalable revenue strategies, all while generating immediate income

Reliable lead generation

Cons:

- Trusting the transfer of the company’s work to a third party that might not have the company’s best interest in mind
- The absence of an in-house team stirs concern regarding the quality of the leads being generated because it comes from a third party

Pros:

- Konsyg adapts the pre-sales functions of your business to the market(s) of choice.
- Once Konsyg adopts a new client, it is the Konsyg team that will prospect, list build, and scrub efforts, providing high quality leads in the fast-paced tech industry

Sales related learning and development

Cons:

- Lack of confidence in the quality of the sales training programs because it is not implemented in-house
- Proper sustainable implementation of quality sales training programs, whether in the field or in-house

Pros:

- Access to top-tier sales training programs via existing partners
- With Konsyg, the recruiting is done for you as part of the process

Sales management

Cons:

- A rushed application of sales team development can create an unnecessarily aggressive sales market
- Possible challenges with keeping track of benchmarks and key sales metrics because there are too many people involved

Pros:

- Direct management of the sales team is constructed versus thrown together
- On-demand availability designed to develop, run and execute sales needs

Sales pipeline development

Cons:

- Poor distribution of sales funnels, the buying process organizations go through when needing ideal customers to purchase their product, causes friction in the handoff of customers, complicating tractability
- A sales pod approach - when sales are completed in small groups versus as a whole department, they can lead to a focus on individual efforts and/or create a disconnect in the flow of communication

Pros:

- Konsyg builds and manages the bottom line and channel of any sales organization.
- Apply vitality to sales objectives and experience rapid-but-trackable revenue
- Data insights and investor updates

Case Studies

Why do technology based startups fail?

Entrepreneurship is defined as “the activity of setting up a business or businesses, taking on financial risks in the hope of profit” by the English Oxford Dictionary. In *Why technology-based startups fail? An IT management approach*, it is stated that: “typically, a startup is an organization formed to find a replicable and scalable business model in an uncertain and/or high-risk environment.” Oftentimes, startups are based on the assumption or hope that the reward will outweigh the risk, but nine out of 10, startups fail.

Risks and reasons for failure

The risks associated with startups are high with more than [90 percent of startups failing](#). In 2014, a study administered by [CB Insights](#) investigated 101 startups that failed with the aim to take an objective look at why the businesses had failed. The researchers investigated failed startups post-mortem, as well as conducting interviews with entrepreneurs and investors, to further uncover the causes for failure.

Market need, funding and team

CB Insights found that the number one reason for startup failure is that there is no need for the product the startup is trying to sell. More than 42 percent of the startups partaking in the survey cited “no market need” as the reason for failure. Increased demand will lead to increased chances of success, and companies trying to break into saturated markets run greater risk as competition is fierce. The study goes on to describe how a failure to pivot can lead to early death in a startup. Pivoting is a term used to describe a moment in a company’s life wherein failure is imminent, thus the CEO and/or leaders decide to pivot to plan B, diverging from the original business format. Successful pivoting can save a company.

Reason number two on the list is lack of funding, with 29 percent of companies citing this as the reason for their failure. Startups generally attempt to seek funding in order to finance operations that can lead to success on a larger scale. If a company runs out of money early on in its lifespan, it will have a negative effect on the company’s mortality rate.

The third reason is listed as startups not having the correct team. Companies investigated in the study showed that 23 percent indicated that having a team that lacked the correct qualifications for the task at hand was the reason for early failure. Sufficient interaction with the startup’s clients need to be conducted by an informed and well-trained team of staff. It is noted that an emphasis should be placed on collecting customer feedback.

Having a large team is costly, and young startups might wish to focus on product development during the early days. Startups in the technology sector might want to outsource sales strategies

and implement dedicated sales representatives. This would allow employees of the startup to focus on product development and other aspects of the business that they might have superior expertise in.

What is outsourcing?

Outsourcing is defined as moving a part of a company's activities to an external source. In [Outsourcing and Insourcing in an International Context](#) — authored by Marc J. Schniederjans, Ashlyn Schniederjans, Dara G. Schniederjans and published by Routledge, 2015 — it is observed that oftentimes, companies will start out with an internal sales team. As a business grows, it might experience limitations in allocating resources due to geographical restrictions, or competence of the workforce, and might therefore need to outsource. In *Outsourcing and Insourcing in an International Context*, it is also stated that it has never been more important to make the right outsourcing decision than now. Growing by double digits every year, the outsourcing industry is vast, and could be difficult to navigate. Therefore, it is important to consider sales outsourcing within a particular specialty, such as technology.

Pros and cons of outsourcing

Arguments can be made for and against the use of internal versus external sourcing. [Outsourcing and Insourcing in an International Context](#) lists arguments in favor of insourcing to include control of production activity and a loyal workforce. Arguments in favor of outsourcing are: reduced cost of activities, reduced risk in operations, and greater diversifications of activities. As a tactic to employ experts within specific fields, outsourcing can be effective. A critical management strategy, outsourcing can play a central role in sales performance. Expert [outsourcing services may collect data](#) related to opportunity, and information on the target audience, in addition to the sales. Therefore, the company will be informed in regards to future sales and sales opportunities. However, a startup should not outsource core elements of the business' mission, since a company is often founded on an informed and original idea or service.

Ethical behavior in sales

In the 2015 study *Ethical Behavior In Sales Organizations*, Madhani P.M. notes that “salespeople face an unusually high number of ethical conflicts and dilemmas relative to other functional jobs, as a number of specific conditions surrounding sales positions provide the opportunity for ethics to be compromised.” It was noted that the pressure to secure a high number of sales could influence the employee to exaggerate or lie, in order to secure the sale. This would have a negative effect, as it pushes the employee to lose focus on their client's demand.

The study found that a strong code of ethics was likely to have a positive impact on the organization and the 'ethical climate' can be defined as the moral atmosphere within the organization. From *Ethical Behavior in Sales Organizations*, it is learned that “ethical climate

produces a ‘halo effect’, which results in customers evaluating the organization not just by what is provided but rather by more broadly based general impressions in another related areas. When customers believe that a salesperson works for an organization with a high ethical climate, they are likely to see the sales person as ethical and credible (Mulki, Jaramillo, and Locander 2006).”

One of Konsyg’s core values is honesty and transparency. It is a fundamental principle of Konsyg’s operation to always facilitate honest sales. Konsyg aims to build trust with clients by honest means of communication and results. From day one of Konsyg’s involvement in a company’s sales strategy, all channels of communication will be conducted with utmost clarity. Upon commencing work together, Konsyg will look at past and present issues that the company might have faced, in order to avoid making the same mistakes again. By staying up-to-date with the market, Konsyg will analyze how the business compares to the competition, with the aim to stay ahead of trends. Throughout the duration of the four-quarter plan, the Konsyg team will be informing the client of any past, present or future dangers that might threaten sales. This information will be presented along with a solution to those potential problems.

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Young yet experienced personality ● Promotes a culture of young, smart go-getters that have the systems down and sell for all flags instead of one ● Have young employees that are motivated through employee incentives to do the best jobs they possibly can ● Helps organizations looking to boost conversions for underperforming products ● Lets leaders focus on the core business while acting on behalf of the client ● Maximizes return on investments by not only meeting but exceeding the client’s mandated Key Performance Indicators ● Engages new markets 	<ul style="list-style-type: none"> ● No potential social media partnerships or relationships ● New to social media, and it takes time to build up an online presence that makes the brand look professional and in touch with potential and present clients ● The main source of social audience growth is LinkedIn. Utilizing all social media networks would be more effective. ● Tells the clients up front of what they can do and what they can’t: should at least try and tell the clients what are the difficult challenges that they might face and grow the plan from there ● A sarcastic tone may not always work for customers ● Lack of search engine optimization ● May need to manage multiple teams internally

<ul style="list-style-type: none"> ● Creates footholds for long-term multi-regional success ● Can launch a four-quarter plan to overhaul an existing sales strategy or to build a new one from the ground up ● Takes the guesswork out of one of the most difficult aspects of a new business, which is hiring a sales staff and implementing a sound strategy to earn revenue and attract investors ● Always striving to meet and surpass the expectations of the clients ● Committed to bridge the gap between a modern workplace and companies who are still playing by old-school rules ● Contents are extremely accurate and well researched yet presented in a humorous, almost sarcastic way ● Upfront and tells the truth as to what they can do, what can be done, and what can't ● Creates a healthy bridge between the corporate space of sales and the new culture of modern day tech companies ● Takes the new and intangible technologies and sells it to people who are very fixed in their ways and older in mindset ● Charismatic writing style ● Prospects, builds list, and scrub in order to provide the highest quality leads ● Provides customer success services ● Onboards new clients, troubleshoot concerns, and report relevant feedback ● Engages the lead list with full field and inside sales execution by identifying common objections and making necessary adjustments to establish a sales cycle 	<ul style="list-style-type: none"> ● Marketplace awareness is light
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<ul style="list-style-type: none"> • Begins the recruitment process of a full time sales time • Rolls out sales and process training while establishing a clear on-boarding process for new hires • Maps out the company's structure and relevant points of contact throughout the target region 	
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> • Awareness of big companies • Integrated social media channels with increased audience interaction • Closed-loop system for team management • Viral marketing programs • Focus on making content to drive potential clients 	<ul style="list-style-type: none"> • Because there are different clients with different products and services, each teams should have a personalized approach • Growth in the industry • Competitive giants with more marketing and interaction • Have a white glove service to deeply understand and define the ideal customer profile and key personas • Work with multiple data sources to ingest, enrich, and curate the perfect target list • Have a team of expert copywriters to handcraft email sequences that deliver value and conversions consistently • Develop an FAQ, answer follow-up questions • Schedule appointments with approved contacts that match the ICP/Key persona

Konsyg's implementation process

As soon as Konsyg is hired, their expert team will immediately start implementing their streamlined [four-quarter plan](#), personalized to the client's exact business requirements. The aim of this detailed strategy is to place the customer into a solid, secure position so that when the Konsyg team disengages at the end of the fourth quarter, the client is left with a fully functional

sales operation. This will include highly trained sales staff who are armed with the skills and knowledge required to continue building up the company in the future. To Konsyg, longevity is key. They understand that their sales plan needs to be sustainable and adaptable as the business grows and changes, so they keep this in mind throughout the entire implementation process.

The first quarter: data development/pre-sales/lead generation

In the first quarter, the Konsyg team take the time to get to know the customer, learning their business inside out in order to create the most detailed, personalized sales plan possible for their organization. They start by mapping out the structure of the company, as well as researching all relevant points of contact in their target region. A full lead list is then created so that the Konsyg sales team can get to work engaging with businesses, starting 'light touch' lead warming, conducting product demos and identifying ideal customer profiles. On top of this, the Konsyg team will also develop a CRM sales process and a lead funnel system, designed to allow the client to scale their revenue as the company grows. By the end of the first quarter, Konsyg's aim is to leave the customer with a precise regional sales roadmap they can use both now and in the future.

The second quarter: sales engagement

During the second quarter, the Konsyg team will continue gathering information and building up the top funnel of the client's business. Using their expert knowledge of the field and drawing on their extensive sales experience, they will strengthen the lead generation process and continue engaging with the lead list. The team's next task is to establish a sales cycle for scale, identifying the key stages needed and improving the efficiency of each cycle. By recognizing common objections and consequently making any required adjustments, this sales cycle will soon be as precise and effective as possible. By the end of the second quarter, the team will also establish a product feedback loop for the customer's records, giving them even more information that can be used to take their business to the next level.

The third quarter: sales engagement/headcount development

In quarter three, Konsyg will take on the role of recruitment, initiating the hiring process of a full-time sales team on the client's behalf. Using their extensive experience in the area of sales, Konsyg will be able to find the customer's ideal candidates: individuals who have all the required skills and knowledge and who will be the best possible fit for the business. Once the brand new sales team has been assembled, Konsyg will undertake a precise training programme for the new recruits while still rolling out sales. The third quarter will also see a clear on-boarding process to assist the new hires with adjusting to their roles, and to help them hone in on the skills needed to perform with efficiency and effectiveness.

The fourth quarter: Konsyg disengage

For the final quarter, after ensuring the new hires have all the tools and information required to continue achieving sales and growing the company, Konsyg will begin the disengagement process. While still making sales and generating revenue for the client, the Konsyg team will hand over all the necessary materials and details to the new sales team and management staff. At this point Konsyg will step back and let the original team take over all aspects of sales moving forward. This isn't, however, the end of the client's relationship with the Konsyg team. Crucially, Konsyg will remain in contact with their business even after they've disengaged, maintaining a lead generation relationship with them on a monthly subscription basis and offering assistance where needed.

How Konsyg's services differ

Whereas other companies in the SaaS field will simply generate leads and automate regular emails to set up sales opportunities for the client, generating leads is just 20 percent of what Konsyg does. The majority of their time is spent focusing on actively building up sales and the sales team itself, including sales services and sales management.

In terms of their competitors, Konsyg has a more direct sales and sales management experience, more in-depth marketing strategies that are both efficient and sustainable and a team of dedicated individuals who truly believe in the Konsyg vision. As a company, Konsyg are open and honest in their approach, always ensuring they're completely upfront with the client and telling them what needs to be done, rather than just what they want to hear.

While most SaaS companies will start and end with lead generation, Konsyg takes care of everything for four whole quarters, providing their client with a complete end-to-end service that will prove invaluable in the years to come.

Longevity

By ensuring that the sales strategy (and the sales team who will implement it) are at the highest standard before disengaging, Konsyg guarantees the client's business will be in prime condition before the new in-house sales team takes over. Konsyg prides itself not only on providing a quality service, but also on being honest and transparent during every step of the process. They communicate openly during the four-quarter plan and for the whole duration of the business relationship thereafter. With Konsyg, clients can be sure the future of their company is in safe hands.