

STRATEGIC POSITIONING REPORT

GroupBDO Competitive Positioning Strategy

Winning Against SalesRoads, CIENCE & Belkins
in the U.S. Market

U.S. Market Focus | BPO / ITO / FAO / CXM / ARM | Senior Executive Intelligence

The U.S. Sales Outsourcing Market

A growing market — but most providers are generalists

\$10.8B

U.S. outsourced sales market size in 2025 — and expanding at double-digit annual pace

67%

of **B2B companies** now use at least one outsourced sales function — adoption accelerating post-2023

\$1,528

Average cost per booked meeting at top-tier outsourced providers — a critical benchmarking figure

43%

of **BPO/ITO companies** cite lack of U.S. sales expertise as their #1 growth barrier to market entry

⚡ Most outsourced SDR providers are built for **SaaS**. GroupBDO is built for the **outsourcing industry**.

The Competitive Landscape

Four providers — one clear category distinction

**FOCAL PROVIDER**

GroupBDO

- Full-cycle BD partner
- Senior executive reps
- BPO / ITO / CXM vertical expertise
- Co-closing capability

FULL-CYCLE REVENUE PARTNER



SalesRoads

- Pure SDR outsourcing
- US-based callers
- Calling-first philosophy
- Ends at booked meeting

SDR EXECUTION ONLY



CIENCE

- Technology-first platform
- Intent data + AI + SDR marketplace
- High cost-per-lead
- Complex pricing tiers

TECH PLATFORM + MANAGED SDR



Belkins

- Multi-channel appointment setting
- Email + LinkedIn + ABM
- Highest cost-per-meeting
- 3-6 month minimums

MULTI-CHANNEL APPOINTMENT DELIVERY

⚠ Only GroupBDO travels beyond the booked meeting — into closing, revenue, and the boardroom.

CATEGORY DISTINCTION

GroupBDO's Category Distinction

We are not an SDR shop. We are a **revenue partnership**.

**Vertical Exclusivity: Purpose-built for BPO, ITO, FAO, CXM & ARM**

No generalist positioning — every rep, every tool, every playbook is built for the outsourcing industry.

01

**Co-Closing Capability: Engage at AE-level on complex deals**

Alongside your internal team at the deal stage — a capability unique in the outsourced BD market.

02

**Senior Executive Talent: Reps average 25+ years in outsourcing**

FedEx, AmEx, Genpact, Sutherland, SunGard pedigree — commanding boardroom credibility junior SDRs cannot replicate.

03

**U.S. Market Entry Specialist: The fastest path for foreign-HQ BPOs**

Establish a trusted American sales presence without years of relationship-building from scratch.

04

**Relationship Capital: Warm network access into enterprise buyers**

Not cold outreach sequences — genuine relationships with decision-makers already inside the outsourcing ecosystem.

05

☆ **None of the three competitors offer co-closing, BPO vertical depth, or executive-level rep seniority — simultaneously.**

GroupBDO vs. SalesRoads

HEAD-TO-HEAD COMPARIS

	☑ GroupBDO	📞 SalesRoads
📁 BPO/ITO Vertical Expertise	✓ YES	✗ NO
👤 Co-Closing / AE-Level Support	✓ YES	✗ NO
👤 Executive-Level Rep Seniority (25+ yrs)	✓ YES	— MID-LEVEL
🌐 LinkedIn Outreach Channel	✓ Relationship-Led	✗ NOT OFFERED
📁 Infrastructure Portability	✓ Client-Owned	✗ NOT PORTABLE
💰 Monthly Entry Price	~\$9,500 / mo	~\$9,950 / mo



VERDICT

SalesRoads wins on pure SDR volume for SaaS with US-based callers. **GroupBDO** wins every time the buyer knows the outsourcing industry — and needs a partner who can close, not just dial.

GroupBDO vs. CIENCE

HEAD-TO-HEAD COMPETITIVE COMPARISON · VERTICAL DEPTH VS. TECHNOLOGY PLATFORM

COMPARISON CATEGORY	 GROUPBDO	 CIENCE
 BPO / ITO Vertical Expertise		NONE
 Co-Closing / Deal-Level Support		NO
 Pricing Simplicity	Transparent Ranges	
 Cost Per Meeting	Competitive	\$330-\$400 / lead reported
 Proprietary Data Platform	Relationship Network	graph8 AI Platform
		HIGH Talent Cloud model

 **VERDICT**

CIENCE wins for enterprise SaaS companies building a scalable outbound system with intent data and AI tooling. **GroupBDO wins** when vertical credibility, executive-level rep trust, and active closing support matter more than a technology stack.

GroupBDO vs. Belkins

COMPETITIVE ANALYSIS

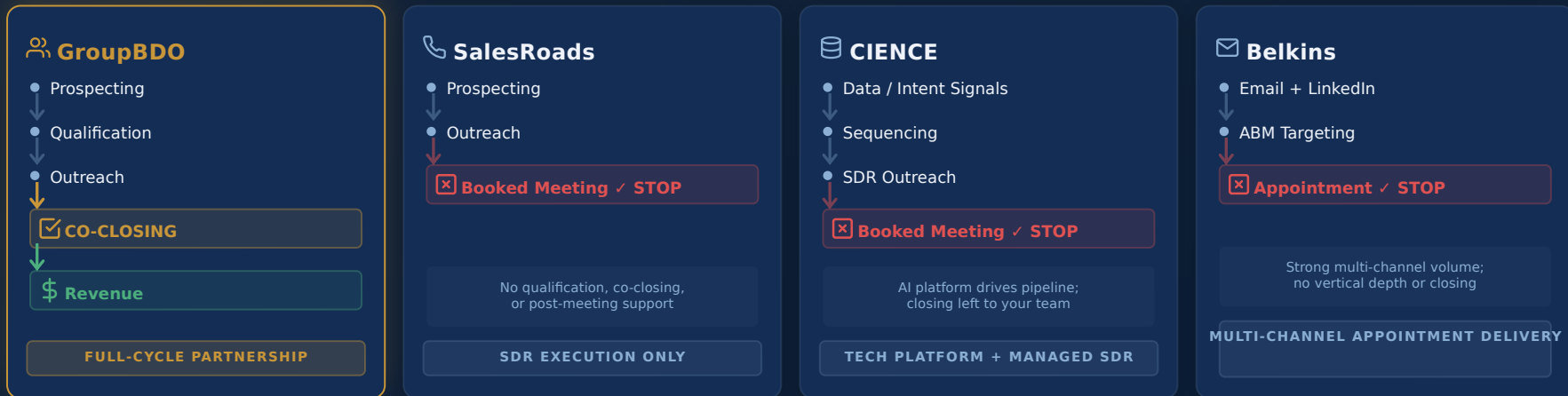
	GROUPBDO	BELKINS
 BPO/ITO Vertical Expertise	✓DEEP	✗NONE
 Co-Closing Support	✓YES	✗NO
 Cost per Booked Meeting	Competitive	~\$1,528 reported
 Pricing Transparency	✓Ranges Published	✗No Public Pricing
 Contract Minimum	✓flexible (Project / Retainer)	✗3-6 Months
 Multi-Channel (Email + LinkedIn + ABM)	Relationship-Led	✓STRONG

☆ VERDICT

Belkins wins on multi-channel appointment volume at scale. **GroupBDO wins** on cost efficiency, vertical fit, and revenue-stage partnership.

What each provider actually delivers — and where they stop

Service Model Comparison



🕒 **Only GroupBDO** travels the full journey from first contact to closed revenue — the only provider in this set that co-closes alongside your team.

Pricing Intelligence

Transparent comparison across all four providers

MONTHLY ENTRY PRICE — RETAINER / DEDICATED TEAM



EST. COST PER BOOKED MEETING

GroupBDO ★	✓ Competitive — not published
SalesRoads	Not published
CIENCE	\$330 - \$400 / lead
Belkins	~\$1,528 / meeting

CONTRACT FLEXIBILITY & COMMITMENT

GroupBDO ★	✓ Project or retainer — no lock-in
SalesRoads	3-month pilot, then month-to-month
CIENCE	Month-to-month (after \$5k+ setup)
Belkins	3 - 6 month minimum

ⓘ **GroupBDO** offers the most flexible engagement structure — **no lock-in for project-based mandates**, while competitors require 3-6 month minimum commitments.

When to Choose GroupBDO

GROUPBDO WINS

COMPETITOR STRENGTH

SCENARIO-BASED WIN MAP

✓ GROUPBDO IS THE RIGHT CHOICE



BPO, ITO, FAO or CXM company entering the U.S. market
→ **GROUPBDO**



Complex high-ACV deals needing co-closing support at AE level
→ **GROUPBDO**



Foreign-HQ outsourcing firm needing instant U.S. sales presence
→ **GROUPBDO**



Relationship-led enterprise sales into existing outsourcing buyers
→ **GROUPBDO**

! CONSIDER ALTERNATIVES WHEN...



Pure SDR volume for SaaS with US-based callers at scale
→ **SALESROADS**



Enterprise SaaS building a scalable AI-driven outbound tech system
→ **CIENCE**



Multi-channel email + LinkedIn ABM appointment setting at high volume
→ **BELKINS**



Sub-\$5,000/mo pilot test at early-stage, pre-product-market fit
→ **NONE OF THESE FOUR — LIGHTER OPTIONS ADVISED**



Honest framing: GroupBDO is not the right fit for every buyer — and that's what makes this recommendation credible. Choose the partner whose model matches your stage, vertical, and deal complexity.

GroupBDO's 5 Unfair Advantages

GROUPBD

WHAT NO COMPETITOR CAN REPLICATE

01



Vertical Depth

25+ years inside BPO, ITO, FAO, CXM & ARM. We speak the buyer's language because we lived it.

✓ EXCLUSIVE NICHE

02



Co-Closing

The only outsourced BD firm in this set that engages at closing, not just prospecting. We protect your win rate.

✓ UNIQUE IN MARKET

03



Executive Credibility

Reps with FedEx, AmEx, Genpact & Sutherland pedigree command boardroom trust that junior SDRs cannot.

✓ 25+ YR AVG TENURE

04



Relationship Capital

Warm network access into enterprise buyers — not cold email sequences hitting spam filters.

✓ WARM INTRODUCTIONS

05



Engagement Flexibility

Project-based or retainer, no infrastructure lock-in, no 6-month commitments when you need to move fast.

✓ NO LOCK-IN

CLOSING STATEMENT

The Only Partner Built for the Outsourcing Industry.

While others sell
meetings,
GroupBDO sells
revenue.

- Senior talent. Vertical expertise. Co-closing capability.
- From first conversation to signed contract — we stay in the deal.
- Your U.S. market. Our network. One trusted partner.