

Provider comparison worksheet

Simulated, not a result. The worksheet is blank for your own evidence. The cost example is fictional arithmetic, not pricing, quotes, benchmarks or a forecast.

Open provider-comparison-worksheet.csv in Excel, Numbers or Google Sheets. Duplicate the provider columns if needed. This worksheet is blank for your own evidence; it contains no endorsements or supplier rankings. Share only information you are authorized to share.

How to use it

Ask every candidate the same questions. For each answer, record an evidence location, an owner and the unresolved gap. Distinguish a written proposal from a demonstrated capability. Mark an unknown as unknown. Do not turn a polished answer into a validated score.

Before reviewing candidates, define non-negotiables: ownership of critical accounts and data, preservation of suppression records, an agreed opportunity-acceptance definition and a working handover. A failed non-negotiable is not canceled out by a cheap price or a high aggregate score.

TABLE 1 · THE ELEVEN CRITERIA OF PROVIDER-COMPARISON-WORKSHEET.CSV

CRITERION	QUESTION
Scope	Who owns research, outreach, qualification and closing?
ICP	What inclusion and exclusion rules will be applied?
Opportunity acceptance	Who accepts an opportunity, using what definition?
Evidence	Can a representative record be traced to its source and decision?
Access	Who owns domains, accounts, CRM records and working assets?
Suppression	How are opt-outs and exclusions preserved at handover?
Management	How many internal management hours are required?
Commercial terms	What setup, recurring, usage and exit costs apply?
Exit	Can an internal operator run a handover test before termination?
Reporting	Are booked, attended and accepted opportunities reported separately?
Decision	What is unresolved and what would change the choice?

Illustrative cost comparison

provider-cost-example.csv is fictional arithmetic, not pricing, quotes, benchmarks or a forecast. All three scenarios use three months. Formula: setup + months × (monthly fee + monthly tools + internal hours × assumed hourly cost).

Consulting: $2,000 + 3 \times (6,000 + 800 + 25 \times 100) = 29,900$ USD. Outsourced SDR: $1,500 + 3 \times (8,000 + 500 + 12 \times 100) = 30,600$ USD. Internal team: $5,000 + 3 \times (10,000 + 1,000 + 20 \times 100) = 44,000$ USD.

For the internal scenario, monthly fee represents assumed fully loaded team cost. Replace every input with comparable evidence. Exclude tools already included in a quoted fee to avoid double counting; include benefits, recruitment or training only once. Taxes, foreign exchange and your finance treatment are outside this illustrative calculation. CSV totals are static examples, not spreadsheet formulas: recalculate after changing inputs.

No scenario includes an assumed opportunity yield. You cannot infer cost per accepted opportunity or ROI without a comparable observed outcome and acceptance definition. Meeting counts alone do not supply that denominator.

TABLE 2 · PROVIDER-COST-EXAMPLE.CSV (FICTIONAL, THREE MONTHS)

OPTION	SETUP USD	MONTHLY FEE USD	MONTHLY TOOLS USD	MONTHLY INTERNAL HOURS	ASSUMED HOURLY COST USD	MONTHS	TOTAL SCENARIO USD	DATA STATUS
Consulting scenario	2000	6000	800	25	100	3	29900	SIMULATED; not a quote
Outsourced SDR scenario	1500	8000	500	12	100	3	30600	SIMULATED; not a quote
Internal team scenario	5000	10000	1000	20	100	3	44000	SIMULATED; not a quote

Handover test

Have the proposed receiving operator select a sample account, inspect why it was targeted, locate source evidence and exclusions, update the record and explain the next approved action. Log each missing access right or undocumented step. Fix those gaps before relying on a handover promise.

Source page: <https://www.growthcab.com/outsourced-lead-generation-companies>