

FREE CHEAT SHEET · B2BXCLUSIVE

B2B Sales Agency: What One Does, What It Costs and How to Pick One in 2027 (US, UK, UAE, India)

Short answer: A B2B sales agency is an outside firm that does part of your selling for a fee: finding prospects, booking meetings or closing deals. One vendor's 2026 price guide puts monthly retainers at $2,000 to $25,000 and commission-only deals at 10 to 25 percent of deal value. Pick by where you want the buyer handed back to you.

Key takeaways

- **Five types, one name.** Lead generation agencies, appointment setters, outsourced SDR teams, outsourced closers and commission-only reps all call themselves B2B sales agencies. They differ in where they hand the buyer back.
- **Published prices (vendor guide, updated February 2026):** retainers $2,000 to $25,000 a month, pay per appointment $200 to $600, commission-only 10 to 25 percent of deal value. Checked 18 November 2026.
- **Commission-only is the dearest model when it works.** In the worked example, 15 percent of a $30,000 deal is $4,500 per deal against $2,000 and $3,292 for the two agency fee models.
- **Your laws travel with the agency.** The FTC says you cannot contract away responsibility for email sent on your behalf, and UAE telemarketing rules apply to every licensed company, free zones included.

What does a B2B sales agency actually do?

Type	What they do	Handover line: you take over at	Usual pricing model	What you still need in-house
1. Lead generation agency	Builds the list, sets up sending, writes and runs email and LinkedIn outreach, handles replies	The interested reply or the booked meeting	Monthly retainer	Someone who can run a first meeting and close
2. Appointment setting firm	Calls and emails a list, often one you supply, to book meetings	The held meeting	Pay per appointment, or a retainer	A closer, and usually the list and the message
3. Outsourced SDR team	Named sales development reps who work under your brand, in your tools, and qualify before they pass anything on	The qualified opportunity	Monthly retainer	A sales manager to direct them, and a closer
4. Outsourced closers (sometimes sold as a fractional sales team)	Run discovery calls, demos and proposals for you, and negotiate	The signed contract	Retainer plus commission	A steady flow of meetings, delivery capacity, clear pricing
5. Commission-only reps and agents	Independent sellers who carry your product alongside others in a territory or an industry	The order	A percentage of deal value	A product that already sells, and patience

How much does a B2B sales agency cost in 2027?

Pricing model	Published range (vendor guide, updated 18 February 2026)	Typical for type	Who carries the risk	Checked
Monthly retainer	$2,000 to $25,000 a month	1, 2, 3	You: the fee is due in a slow month too	18 Nov 2026
Pay per appointment	$200 to $600 per appointment	2	Shared: you pay only for meetings, but the definition of a meeting decides the real price	18 Nov 2026
Retainer plus commission	A base retainer plus 5 to 15 percent commission	4	Shared	18 Nov 2026
Commission only	10 to 25 percent of deal value	5	The agency, which is why it chooses its clients carefully	18 Nov 2026
Project based	$25,000 to $200,000 per project	Market tests, list building, one-off campaigns	You	18 Nov 2026
B2BXclusive managed outbound	$1,950, $3,950 and $5,950+ a month, by channels and contact volume	1	Flat monthly fee, no per-meeting charge	18 Nov 2026, our pricing page

Which pricing model is cheapest per closed deal? A worked example

Model (illustrative numbers)	Monthly cost	Cost per closed deal	As a share of a $30,000 deal	As a share of a $5,000 deal
Pay per appointment at $400, six held meetings	$2,400	$2,000	6.7%	40%
Retainer at $3,950 a month	$3,950	$3,292	11%	66%
In-house SDR, US average base salary only ($52,866 a year)	$4,406	$3,671	12.2%	73%
Commission only at 15 percent	Nothing until a deal closes	$4,500 on a $30,000 deal; $750 on a $5,000 deal	15%	15%

Where should your handover line sit?

Question	If yes	If no
Can someone on your team run a first meeting and close a deal today?	Types 1 or 2: buy meetings, keep the closing	Type 4, or hire a closer first. Meetings without a closer are wasted
Do you already know which buyers respond, and to what message?	Types 2 or 3 can work from your list and script	Type 1, or a short project to test markets before any long contract
Is your first-year deal value above about $10,000?	Any fee-based model can pay back, as the example above shows	Check lifetime value first. If customers do not repeat, run outreach yourself with tools
Does your buyer need to be reached by phone, in their own working hours?	Types 2 or 3, with a named supervisor on that shift	Email and LinkedIn led programs (type 1) are enough
Do you sell a physical product, or into a market where local presence decides the deal?	Type 5: a local rep or agent, alongside your own outreach	Stay with types 1 to 4

How does hiring a B2B sales agency differ in the US, the UK, the UAE and India?

Buyer's market	In-house SDR, average base salary (Payscale, self-reported)	A rule that travels with the outreach	Our local guide
United States	$52,866 a year (699 profiles, updated 3 September 2026)	CAN-SPAM makes no exception for business-to-business email, penalties run up to $53,088 per email, and the FTC says you cannot contract away your responsibility when another company sends for you	Cold email agency in the USA
United Kingdom	£30,002 a year (54 profiles, updated 17 August 2026)	PECR and UK GDPR govern business email and calls; the checks to ask an agency for are in our UK guide	B2B lead generation agency UK
United Arab Emirates	AED 50,000 a year (15 profiles only, updated 20 March 2025, so treat it as a rough guide)	Telemarketing rules in force since 27 August 2024 apply to all licensed companies, free zones included: prior approval from the telecom regulator, calls between 9am and 6pm, a Do Not Call Registry, and a fine of AED 50,000 for a first Do Not Call violation	Lead generation companies in Dubai and the UAE
India	Rs 730,080 a year (71 profiles, updated 28 May 2026)	When an Indian team sells abroad, the buyer's country sets the rules: US and UK law apply to email and calls into those markets	Appointment setting services in India

Meeting handover note (agency to closer) **(template: copy and adapt)**

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Meeting: [date, time, time zone, video link]
Buyer: [name, title, company, LinkedIn URL]
How they came in: [channel and the exact message they replied to]
What they said, in their words: [paste the reply or the call note]
The problem they named: [one line]
What they were told the meeting is for: [one line]
Who else may join: [names and titles, or unknown]
What we do not know yet: [budget, timing, current supplier]
Suggested first question: [one question that picks up where they left off]
No-show plan: [who rebooks, and by when]
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Handover and ownership clause (template: copy and adapt)

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Handover. The Agency will pass each [Qualified Meeting / Qualified Opportunity / Signed Order]
to the Client's named contact within one business day, using the handover note in Schedule C,
and will record it in the Client's CRM.

Ownership. Prospect lists built for the Client, sending domains and inboxes registered for the
Client, message copy, reply history and call recordings belong to the Client. The Agency will
export all of them in a usable format within [10] business days of the end of this agreement.

Follow-up. Until the handover point defined above, the Agency follows up with the prospect.
After it, the Client does, unless the parties agree otherwise in writing for a named account.

Compliance. The Agency will follow the email, calling and data protection rules of each
country it contacts on the Client's behalf and will show its opt-out and do-not-contact
records to the Client on request.
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Who should choose what

Your situation	Best fit	Why
Founder-led sales, deal value $15,000 or more, no time to prospect	Type 1: lead generation agency on a flat retainer	You are the best closer you have; buy your own time back
Sales team in place, proven message, calendar not full	Type 2 or 3: appointment setting or outsourced SDRs	The message works; you need more hands on it
Technical founder who does not want to sell	Hire or contract a closer first, then add type 1	Meetings are wasted without someone to run them
Entering a new country with no network there	Type 1 for meetings, plus a local type 5 partner where presence matters	Outreach opens doors; a local name keeps them open
Product with repeat orders and a long tail of small buyers	Type 5 reps on commission, or your own inside team	Commission fits repeat revenue better than one-off deals
First-year deal value under $5,000 and no repeat purchase	No agency yet: founder outreach with tools	The maths above does not pay back

Quick answers

What is a B2B sales agency?
A B2B sales agency is an outside company that carries out part of your sales process for a fee. Depending on the type, it builds prospect lists and runs outreach, books meetings for your team, supplies dedicated sales development reps, or closes deals under your brand. The label covers all of these, so ask where its work stops.

How much does a B2B sales agency cost?
It depends on the model. One vendor pricing guide, updated in February 2026, lists monthly retainers of $2,000 to $25,000, pay per appointment at $200 to $600, commission-only at 10 to 25 percent of deal value and projects at $25,000 to $200,000. B2BXclusive's managed outbound plans are $1,950, $3,950 and $5,950+ a month.

What is the difference between a B2B sales agency and a lead generation agency?
A lead generation agency is one type of B2B sales agency. It stops at the interested reply or the booked meeting, and your own team runs the meeting and closes. Other types go further: outsourced SDR teams qualify the opportunity, and outsourced closers run the deal to signature.

Is a commission-only B2B sales agency a good idea?
It removes your upfront risk, but it is usually the most expensive model per deal when it works, and good agencies accept it only when your product already closes predictably. At 10 to 25 percent of deal value, it suits larger deals with a proven close rate. For small deals the commission is too thin to attract serious effort.

Should a startup hire a B2B sales agency or an in-house SDR?
If the founder can still take the meetings, an agency that books them is usually faster to start than hiring. Self-reported data puts the average US SDR base salary at $52,866 a year before commission, tools and management. Hire in-house once the message and the buyer profile are proven and you need context that stays in the company.

How long does a B2B sales agency take to deliver results?
It depends on the type and on your sales cycle. For outbound programs, the first weeks go on list building, sending infrastructure and messaging. At B2BXclusive, first meetings usually arrive in two to three weeks. Closed revenue takes as long as your normal sales cycle after that, so judge the first quarter on held meetings.

Can a B2B sales agency in India sell to US and UK buyers?
Yes. An India-based team can cover the UK working day in a normal Indian afternoon, and US hours with an evening shift. Email and LinkedIn are not tied to the clock at all. Check who supervises the shift that matches your buyers, and remember that US and UK rules still apply to the outreach.

Which rules apply when a sales agency contacts buyers in the UAE?
For phone outreach, Cabinet Resolution No. 56 of 2024 took effect on 27 August 2024 and applies to all licensed companies in the UAE, including free zones. A law firm summary lists prior approval from the telecom regulator, calls only between 9am and 6pm, a Do Not Call Registry and a fine of AED 50,000 for a first Do Not Call violation. Take local advice before calling.

Book a free strategy call
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