

LEAD GENERATION

Outsourced SDR Services in the UK and Europe

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Outsourced SDR Services in the UK and Europe (DACH, Benelux, Nordics): Costs and How It Works

Short answer: Outsourced SDR services in the UK and Europe typically cost about £2,000 to £12,000 (or the euro equivalent) per month. A UK in-house SDR costs roughly £45,000 to £65,000 in year one once employer costs and tools are added. In the UK, cold email to companies is allowed under PECR; in Germany, Austria and Denmark email needs prior consent, so outsourced SDRs lean on phone and LinkedIn there.

Key takeaways

- The legal regime of each country decides the channel mix: **email-led in the UK, phone and LinkedIn-led in Germany, Austria and Denmark.**
- A UK SaaS SDR averages about **£33k base / £49k OTE**; in Germany the median OTE is around **€53k**. Employer costs come on top.
- Outsourcing wins most clearly when you test **several European markets at once**: one local hire covers one language, an outsourced team can cover four.
- Hire locally once one market produces steady pipeline and you need a native speaker on the phone every day.

The one-page map: rules decide the channel mix

Market	Cold email to businesses	Default SDR channel mix	Language of outreach
United Kingdom	Allowed to corporate bodies under PECR, with opt-out; sole traders need consent	Email-led, plus LinkedIn and phone	English
Germany	Prior express consent required, B2B included (UWG section 7)	Phone and LinkedIn first, email after agreement	German for most buyers
Austria	Prior consent required for email marketing (TKG 2021 section 174), narrow customer exception	Phone and LinkedIn first	German
Switzerland	Treat as consent-first and check current guidance	Phone, LinkedIn, events	German, French or Italian by region
Netherlands / Belgium	Stricter than the UK; rules differ for personal vs generic business addresses, check locally	LinkedIn and phone, careful email	English widely accepted; Dutch or French helps
Denmark	Consent required, also for companies (Consumer Ombudsman guidance)	Phone and LinkedIn	English widely accepted
Sweden / Finland / Norway	Sources differ; generally more permissive for B2B with relevance and opt-out, verify per country	Email and LinkedIn, short and factual	English widely accepted

Year-one cost: local hire vs outsourced, side by side

Market	SDR pay (sourced)	Estimated all-in year one, one SDR	Languages one hire covers
UK (London)	~£38k base, ~£49k average SaaS OTE	£60k to £70k	English
Germany	~€42k fixed, ~€53k median OTE	€70k to €90k	German (plus English)
Netherlands	~€36.5k average base	€55k to €70k	Dutch (plus English)
Sweden	~SEK 319k average base	SEK 550k to 700k	Swedish (plus English)

Outsource vs hire: decision rules by market (template: copy and adapt)

UK

- Outsource if: outbound is unproven, or you need meetings this quarter.
- Hire if: UK pipeline is steady for 2+ quarters and you have a sales leader in UK hours.

DACH (Germany, Austria, Switzerland)

- Outsource if: you have no German speaker yet, or you are testing whether DACH buys at all.
- Hire if: German deals are closing and buyers expect a local, German-speaking contact.

Benelux

- Outsource if: it is a secondary market next to the UK or DACH.
- Hire if: Benelux alone produces enough pipeline to keep one person busy.

Nordics

- Outsource if: you are testing two or more Nordic countries.
- Hire if: one country (often Sweden) is clearly working and you want a native speaker.

Everywhere

- Keep ownership of domains, data and sequences in your name, whichever you choose.

7 Europe-specific questions for an outsourced SDR provider (template: copy and adapt)

1. Which countries do you run outbound in today, and in which languages?
2. Who writes the German (or Dutch, Swedish, French) copy: a native speaker or a translation tool?
3. How do you handle consent-first markets like Germany, Austria and Denmark? Which channels do you use there?
4. What is your documented legitimate-interest basis for UK and EU contact data, and where does the data come from?
5. How do you process opt-outs and data subject requests across all campaigns?
6. Do you report results per country, so we can see which market deserves a local hire?
7. Who owns the sending domains, inboxes and contact data if we stop?

Quick answers

How much do outsourced SDR services cost in the UK?

Most UK providers charge a monthly retainer between roughly £2,000 and £12,000, depending on channels, contact volume and how many markets you cover. Pay-per-meeting offers exist too, often quoted at a few hundred pounds per meeting. Always ask what counts as a qualified meeting and whether data and sending domains are included.

Is it legal for an outsourced SDR to cold email UK companies?

Yes, in most cases. Under PECR you can send marketing emails to corporate bodies such as limited companies and LLPs without prior consent, as long as you identify yourself and offer an easy opt-out. Sole traders and some partnerships count as individuals and need consent. UK GDPR still applies to named business addresses.

Can I cold email prospects in Germany?

German law (UWG section 7) treats advertising emails without prior express consent as unreasonable harassment, and that applies to business recipients as well as consumers. In practice, outbound into Germany relies on phone calls, LinkedIn, events and letters, with email used after the prospect has agreed to hear from you. Take legal advice for your own case.

Do outsourced SDRs for DACH need to speak German?

For the phone, yes. Many German, Austrian and Swiss decision-makers speak excellent English, but a call opened in German gets further, and German-language follow-up material reads as more serious. English can work for international tech buyers; for the Mittelstand, plan on native German speakers.

Is outsourcing SDRs cheaper than hiring one in Europe?

Often in year one, especially across several countries. A local SDR costs a full salary plus employer contributions, tools and ramp time, and covers one language. An outsourced team spreads those costs. Once one market produces steady pipeline, a local hire can become the better long-term option.

Which European market should I start outbound in?

For most English-speaking sellers the UK is the easiest first market: business email outreach is permitted to companies, buyers work in English and time zones are convenient. The Netherlands and Nordics follow, because English is widely used in business. Germany needs more preparation: local language, phone-first outreach and patience.

What about Benelux and the Nordics: email or phone?

Both regions are more open to English outreach than DACH, but their rules differ by country and change over time. Denmark's consumer ombudsman says marketing emails need consent even for companies. For the Netherlands, Belgium, Sweden and Finland, check current local guidance before email campaigns and keep opt-outs and records of your legal basis.

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