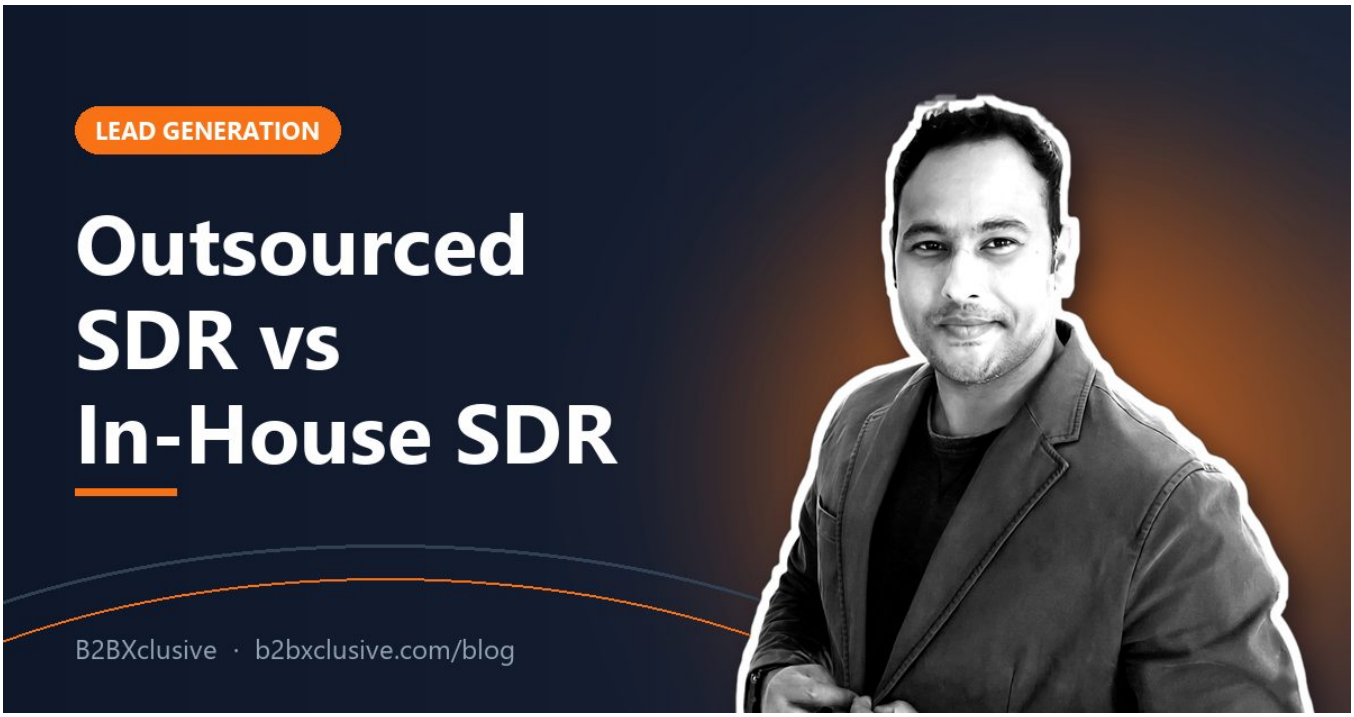

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Outsourced SDR vs In-House SDR in 2027: Two Break-Even Numbers, a 24-Month Ledger and When to Switch

Short answer: An outsourced SDR team is cheaper per meeting whenever it holds at least 4 meetings a month on a $3,950 retainer, because a ramped in-house US SDR costs about $1,150 per meeting at a quota of 9. In-house wins on product depth, control and capacity once outbound is proven and one market fills a full-time role.

Key takeaways

- **Break-even number 1: four meetings a month.** A $3,950 retainer beats a ramped in-house SDR ($10,354 a month, about $1,150 per meeting at a quota of 9) as soon as the agency holds 4 or more meetings a month.
- **Break-even number 2: twenty-one meetings a month.** For an in-house SDR to match $494 per meeting, the rep would need to hold 21 meetings a month. The Bridge Group's 2025 quotas run from 9.0 to 16.0.
- **The 24-month ledger:** about $258,500 in-house against $94,800 outsourced in the worked example, with nearly the same number of meetings (189 and 188). Illustrative; replace the inputs with your own.
- **Cost is not the reason to hire.** Hire in-house for product depth, control and capacity, after an outsourced program has proven the message and the market.

Outsourced SDR vs in-house SDR: how do they compare at a glance?

	Outsourced SDR team	In-house SDR (US)	Hybrid: outsource first, then hire
Monthly cost	$2,000 to $25,000 retainer (vendor guide); B2BXclusive $1,950, $3,950, $5,950+	About $10,354 fully loaded (worked example below)	Retainer now; both for a 90-day overlap; salary after
Time to first meetings	Usually 2 to 3 weeks at B2BXclusive	Recruiting time plus a 3.0-month average ramp	Weeks, and no gap when the hire starts
Cost per held meeting (worked example)	About $494 at 8 meetings a month on $3,950	About $1,150 at a quota of 9, after ramp	Agency rate first, in-house rate later
Who manages the work	The provider; you review weekly	Your sales manager, every day	Provider first; your manager from the hire
Product depth	Good for a clear offer; thinner on complex products	Deepest: the rep sits with your team	Builds as the hire shadows the program
Turnover risk	Absorbed inside the provider's team	Yours: average tenure is 1.9 years	Agency covers the gap if the hire leaves
Markets and languages	Several under one fee	One rep, one language, one time zone	In-house at home; agency for new regions
Limits	You depend on the provider's quality and reporting	Fixed cost in slow months; a quarter of year one is ramp	Needs one meeting definition and one CRM for both
Checked	Prices and benchmarks checked on 23 November 2026; sources at the end		

What does an in-house SDR cost per month, fully loaded?

Monthly cost line	Amount	Where it comes from
Pay at target	$6,667	Bridge Group 2025 median on-target earnings of $80,000 ($55,000 base, $25,000 variable), divided by 12
Benefits and employer payroll taxes	$1,667	Assumption: 25% of pay. For context, the BLS puts benefits at 30.0% of total employer compensation cost in private industry (June 2026), and the employer share of Social Security and Medicare is 7.65%
Tools and data	$500	Assumption: sequencing tool, contact data, LinkedIn seat, dialer
Share of a manager	$1,521	Bridge Group 2025 manager on-target earnings of $146,000, with one manager for eight reps (my assumption)
Total per month	**$10,354**	Plus a one-time $5,000 for recruiting and onboarding (assumption)

What does the 24-month ledger look like?

End of month	In-house: total spent	In-house: meetings held	In-house: cost per meeting	Outsourced: total spent	Outsourced: meetings held	Outsourced: cost per meeting
6	$67,124	36	$1,865	$23,700	44	$539
12	$129,248	90	$1,436	$47,400	92	$515
23 (the rep resigns)	$243,142	189	$1,286	$90,850	180	$505
24 (replacement in ramp)	$258,496	189	$1,368	$94,800	188	$504

Which two break-even numbers settle the decision?

Break-even	The sum	Result	How to read it
1. The agency floor	$3,950 retainer ÷ $1,150 per in-house meeting	3.4, so 4 held meetings a month	An agency that holds 4 or more meetings a month is cheaper per meeting than a fully ramped in-house SDR. At 3 a month it costs $1,317 a meeting and the in-house rep wins
2. The in-house quota	$10,354 a month ÷ $494 per agency meeting	21 held meetings a month	Your own rep would need to hold 21 meetings every month to match the agency in the example. The Bridge Group's quotas are 16.0 for introductory meetings, 10.4 for semi-qualified and 9.0 for fully qualified

Break-even worksheet: your numbers in, two answers out **(template: copy and adapt)**

```
IN-HOUSE (per month)
A. Pay at target (annual OTE ÷ 12): $_____
B. Benefits and employer taxes (A × ____%): $_____
C. Tools and data: $_____
D. Share of manager (manager OTE ÷ reps managed ÷ 12): $_____
E. Fully loaded monthly cost (A + B + C + D): $_____
F. Held meetings a month once ramped (your quota × expected attainment): _____
G. In-house cost per meeting (E ÷ F): $_____

OUTSOURCED (per month)
H. Retainer quoted: $_____
I. Held meetings a month the provider expects (ask for held, not booked): _____
J. Outsourced cost per meeting (H ÷ I): $_____

BREAK-EVEN 1, the agency floor (H ÷ G): _____ held meetings a month.
If the provider cannot commit to more than this, hire.

BREAK-EVEN 2, the in-house quota (E ÷ J): _____ held meetings a month.
If no rep on your team has ever held this many, outsource.

One-time costs to add to the in-house side: recruiting $_____, and ____ months of ramp at
cost E with reduced meetings.
```

How does the answer change in the US, the UK and Europe, the Gulf and India?

Market	What changes	Leaning	Read next
United States	One language, six time zones, the highest SDR pay	Outsource to prove it; hire when one segment fills a calendar	Appointment setting services in the USA
UK and Europe	Each country has its own language and outreach rules; a Dutch SDR averages €36,562 base (self-reported) before the legal minimum 8% holiday allowance	Outsource across countries; hire in the one that answers	Outsourced SDR services in the UK and Europe and appointment setting in the Netherlands and Benelux
Gulf	Three countries with three sets of rules and two working weeks	Outsource first, almost always	Outsourced SDR services in the Middle East
India, selling abroad	Lower salaries, but the same tools, data and ramp, plus a shift on the buyer's clock	Either; decide on who supervises the shift	Appointment setting services in India

Switch-trigger checklist: bring SDR work in-house when all six are true (template: copy and adapt)

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1. The outsourced program has produced held meetings every month for at least two quarters.
2. You can name the two or three segments and the message that produce most of those meetings,
in writing.
3. Meetings from one market alone would fill a full-time rep's month.
4. A named manager has at least four hours a week to coach, listen to calls and review replies.
5. You have run the break-even worksheet and accept the in-house cost per meeting for the
reasons that apply to you (depth, capacity, bench).
6. Your contract gives you the playbook, the contact data, the suppression list and the
sending domains at the end.

Fewer than six? Keep the outsourced team and fix the gap first.
```

Handover clause to put in the outsourced SDR contract (template: copy and adapt)

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On termination or on the Client's written request, the Provider will deliver within 10 working
days: (a) every sequence, script and reply template used on the Client's account; (b) the full
contact list with status, including every opt-out and do-not-contact record; (c) a report of
results by segment, channel and message for the life of the program; and (d) administrative
control of any sending domains and mailboxes registered for the Client's program.

The Client may hire its own sales development staff at any time. For up to 90 days after the
Client's first such hire starts, the Provider will continue the program at the agreed fee and
will allow that hire to observe call reviews and weekly reporting.

The Provider will not reuse the Client's contact list, messaging or results for another client.
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90-day parallel run: agency and new hire side by side (template: copy and adapt)

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Days 1 to 30: the agency runs the full program. The new hire shadows: listens to recorded
calls, reads every positive and negative reply, learns the qualified-meeting definition, and
takes over one small segment under review.

Days 31 to 60: split the list. The hire owns the home segment that needs the most product
knowledge; the agency keeps the rest. Compare both weekly on held meetings and on cost per
held meeting, using the same definition.

Days 61 to 90: the hire takes the proven segments. Decide the agency's next job: a new region,
a new segment, a second language, or an agreed end date. Do not end the retainer until the
hire has held meetings for four weeks in a row.
```

Who should choose what

Your situation	Choose	Why
Outbound is unproven and the founder still takes the meetings	Outsourced	Lowest commitment; first meetings in weeks instead of after a ramp
You need meetings this quarter	Outsourced	Recruiting plus a 3.0-month average ramp will miss the quarter
Complex product, long sales cycle, one home market	In-house, after a proven outsourced pilot	Product depth decides the quality of qualification
Proven outbound, closers with spare capacity	Hybrid	In-house for the home market, the agency for new segments and regions
Entering two or more countries	Outsourced	One fee covers the languages and rules of each
No sales manager with time to coach	Outsourced	An unmanaged SDR is the most expensive option in this comparison

Quick answers

Is it cheaper to outsource SDRs or hire in-house?
Outsourcing is usually cheaper per meeting. In a worked example using the Bridge Group's 2025 medians, a ramped in-house US SDR costs about $10,354 a month fully loaded, or roughly $1,150 per meeting at a quota of 9. A $3,950 retainer beats that whenever the agency holds 4 or more meetings a month. Replace both inputs with your own quotes.

How long does an in-house SDR take to ramp?
The Bridge Group's 2025 SDR report, based on 351 B2B companies, puts average ramp time at 3.0 months, the lowest since 2010. That is a survey average, not a promise for any single hire, and it starts after recruiting ends. An outsourced team usually starts sooner: at B2BXclusive, first meetings usually arrive in two to three weeks.

How long do SDRs stay in the role?
Average SDR tenure is 1.9 years in the Bridge Group's 2025 report, the highest since the early 2010s. In a 24-month plan that means you should expect to recruit and ramp a replacement once. With an outsourced team, turnover inside the provider is the provider's problem to absorb, which is part of what the retainer buys.

How many meetings should an SDR book each month?
The Bridge Group's 2025 report gives monthly quotas for held first meetings of 16.0 where the SDR only introduces, 10.4 for semi-qualified meetings and 9.0 for fully qualified ones, with a global median of 10. Only 60 percent of reps were at quota, the lowest in the study's history, so plan on less than the quota.

When should a company move from an outsourced SDR team to in-house?
Move when the outsourced program has produced steady held meetings for at least two quarters, the winning message and segments are written down, one market can keep a full-time rep busy, and you have a manager with time to coach. Run both in parallel for 90 days so the pipeline does not dip during the new hire's ramp.

What does an outsourced SDR team cost in 2027?
Budget from published 2026 prices. One vendor's pricing guide, updated in February 2026, lists monthly retainers of $2,000 to $25,000 and pay per appointment at $200 to $600. B2BXclusive's managed outbound plans are $1,950, $3,950 and $5,950+ a month, by channels and contact volume. Prices checked on 23 November 2026.

Can I use an outsourced SDR team and in-house SDRs together?
Yes, and it is common. Give the in-house rep the home market and the accounts that need deep product knowledge, and give the outsourced team new regions, new segments and languages your team does not speak. Keep one definition of a qualified meeting and one CRM so the two can be compared on cost per held meeting.

Is outsourced or in-house better for selling into Europe?
Outsourced is usually the better first step, because each country needs its own language and rules. A Dutch SDR averages €36,562 base a year in self-reported data, before the legal minimum 8 percent holiday allowance, and covers only Dutch-speaking buyers. One outsourced retainer can cover several countries while you learn which one answers.

Book a free strategy call
https://bookshawn.b2bxclusive.com/

Full guide with sources: https://b2bxclusive.com/blog/outsourced-sdr-vs-in-house-sdr/ · By Subhendu J Shawn, founder of B2BXclusive.