



B2B SALES OUTSOURCING · INSURTECH

Building Afficiency's outsourced sales engine, from first list to 10+ meetings a week

How Elemental Communications became the full outbound business development team behind Afficiency's expansion into the U.S. life insurance market: three years, one partner, zero in-house hires.



Afficiency, Inc.

Digital life insurance platform · New York, USA

10+

QUALIFIED MEETINGS /
WEEK

3

YEARS, FULLY
OUTSOURCED

100%

OF B2B OUTBOUND HANDLED
BY US

5.0★

CLIENT SATISFACTION
RATING



BACKGROUND

A digital insurance platform that needed a sales team, not another tool

Afficiency builds the technology carriers and distributors use to sell life insurance 100% digitally. What they lacked was a repeatable way to get in front of new carriers and distributors in the U.S. market. Hiring an in-house team would have meant months of ramp-up and fixed overhead before a single meeting was booked.



The challenge

- No dedicated outbound BD function, only inbound and referral-based sales
- Building an in-house U.S. sales team meant months of hiring, ramp-up, and fixed payroll cost
- No consistent process for researching, qualifying, and reaching the right carrier and distributor contacts
- Needed a partner who could own the full outbound motion end-to-end, not just deliver a contact list



The solution

- Elemental became Afficiency's fully outsourced B2B business development team
- A dedicated pod of researchers, strategists and outreach specialists based in Belgrade, working U.S. hours
- Multi-channel outbound (email, LinkedIn and cold calling) run as one coordinated campaign
- Every lead researched, qualified and booked directly onto Afficiency's calendar

01

ICP & Market Mapping

We defined exactly which carriers, distributors and agencies in the U.S. market matched Afficiency's ideal customer profile before writing a single message.

02

Embedded Outbound Team

A dedicated Balkan-based team plugged directly into Afficiency's process: sourcing, sequencing, and outreach, run like an internal department.

03

Qualify & Book

Every reply was qualified against Afficiency's criteria before it ever reached a calendar, keeping meeting quality high as volume scaled.

THREE YEARS, ONE PARTNERSHIP



Year 1 Foundation

Outbound infrastructure, ICP and messaging built and tested; the team moved from zero pipeline to a steady weekly cadence of qualified meetings within the first quarter.



Year 2 Scale

Outreach expanded across additional U.S. carrier and distributor segments; the dedicated pod grew to keep pace with a fuller, more consistent meeting calendar.



Year 3 Full ownership

Elemental operating as Afficiency's sales department for the U.S. market: sourcing, outreach, qualification and booking fully outsourced, with zero in-house BD hires.



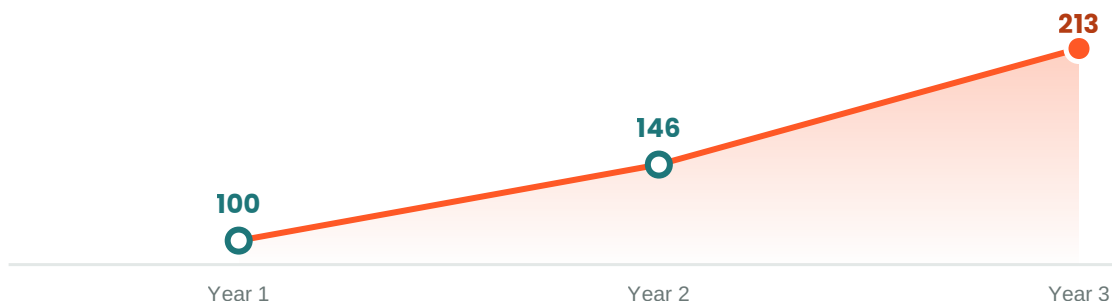
RESULTS

A full sales pipeline, without a single in-house hire

10+QUALIFIED
MEETINGS BOOKED,
PER WEEK**3.4×**GROWTH IN
BOOKED MEETINGS,
YEAR 1 → YEAR 3**46%**YOY GROWTH IN
QUALIFIED PIPELINE
VALUE**~58%**ESTIMATED COST
SAVED VS. AN IN-
HOUSE U.S. BD
TEAM

Qualified pipeline value, indexed by year

Growth in qualified pipeline value generated for Afficiency's U.S. carrier & distributor business (Year 1 = 100)



Financial impact

As the chart above shows, qualified pipeline value more than doubled between Year 1 and Year 3, a ~46% year-over-year increase, well above typical B2B outsourcing benchmarks. As the outbound engine matured, that growth showed up directly in Afficiency's commercial pipeline: steadily increasing deal flow into the U.S. carrier and distributor market, without Afficiency adding a single business development role to headcount. Every dollar spent with Elemental replaced the far larger cost of recruiting, training, and retaining an in-house U.S. sales team.

Why full outsourcing worked

Time to first meeting	< 6 weeks
In-house hires needed	0
Outreach channels run	3
Team location	Belgrade, RS
Markets covered	USA



IN THEIR WORDS

What Afficiency says about working with us



★★★★★ 5.0 rating

Verified client review

Elemental Communications did a great job for us. They helped us grow 3x without hiring a single internal salesperson. They did a fantastic job.



Ryan Toner

Director of Operations, Afficiency

About Elemental Communications

Elemental Communications is a B2B sales and marketing partner for companies entering and scaling in new markets. We plug in as your outsourced sales team: market research, ICP definition, multi-channel outbound, and qualified meeting booking, backed by a decade-long contact network and an AI-powered outreach process. No recruiting, no ramp-up: just a calendar full of the right conversations.

Want results like Afficiency's?

Book a free, no-obligation call and we'll map out what an outsourced sales engine could look like for your business.

[Book a Meeting →](#)

