



Case Study - Finance & Accounting

Improving Sales Performance While Achieving Cost Savings

How IN-SYNC reduced attrition, strengthened its sales function and achieved cost-effective growth through a high-performing offshore team in Cape Town.



Learn more

Scan to read IN-SYNC's offshoring journey.



The Challenge

Competitive local landscape made it difficult to find and retain top sales talent. Ongoing attrition was weakening team stability and performance. Building a stable, high-performing local sales team was becoming increasingly difficult.

- High attrition in the UK financial services sales market was creating team instability.
- Intense competition for experienced sales professionals made hiring increasingly challenging.
- A highly competitive landscape reduced ability to attract and retain top-tier sales talent.
- Elevated turnover rates disrupted continuity, performance and client relationships.
- Market saturation drove longer hiring cycles and increased recruitment costs.

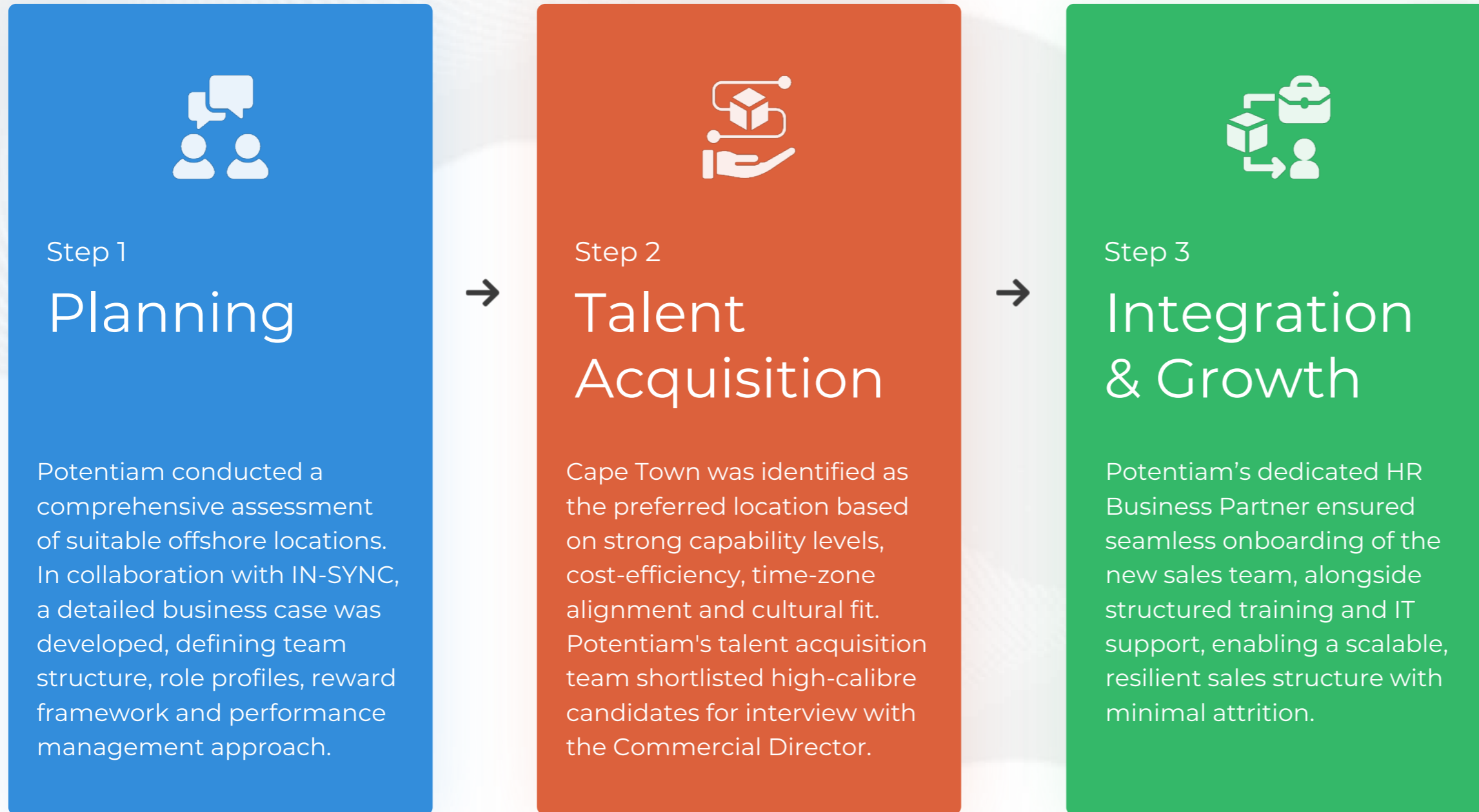
Why change was necessary

Without accessing alternative talent markets, scaling would have become increasingly costly and less efficient.



The Solution

IN-SYNC's established partnership with Potential provided the foundation to develop an offshore sales capability in Cape Town, which quickly became a high-performing extension of the business, contributing meaningfully to overall sales growth.






Potential's ongoing support in HR, career planning, and performance management has been instrumental in maintaining high morale and productivity. Local team leader's appointments have enhanced mentorship and team cohesion."




Michelle Heyworth
Commercial Director,
IN-SYNC


The Results

The offshore model strengthened IN-SYNC's overall operating capacity, creating a more scalable and resilient sales structure. It reduced pressure on the UK team, improved talent retention and enabled more sustainable, long-term growth.


-  Exceeded sales targets
-  Scaled team to 10 within 2 years
-  Minimal attrition

 **Capacity**


- Offshore team grew to 10 staff members within two years, surpassing the UK sales function and increasing delivery capacity

 **Cost**

- Significant cost savings while maintaining high performance and low attrition

 **Efficiency**

- Team showed strong energy and engagement, exceeding sales targets

 **Implementation**

- Low attrition ensured continuity and operational stability



The Cape Town sales team has brought extraordinary energy and performance to IN-SYNC. Their ability to meet and exceed targets has proven the success of the offshore model."



Michelle Heyworth
Commercial Director, IN-SYNC



Why It Worked

Potential enabled IN-SYNC to reduce attrition, strengthen its sales function and achieve cost-effective growth.

Strategic guidance

Potential conducted a comprehensive location review, assessing cost, capability, cultural fit and ease of collaboration to identify the optimal operational base.

Strong talent

Gained access to a steady pipeline of skilled, motivated sales professionals with strong cultural alignment and time zone compatibility.

Seamless setup

A structured rollout covering team design, reward frameworks and performance management enabled smooth offshore setup and integration.

Embedded model

The team was fully integrated into IN-SYNC's processes and operations from day one.

Ongoing support

Continuous HR support and structured training ensured strong engagement, performance and long-term stability.



Learn More About Potentiam

At Potentiam, we help businesses access world-class talent and build high-performing offshore and nearshore teams.

Founded by entrepreneurs who built, scaled and successfully exited a global data business using this exact model, our partnership model is built on proven experience and exists to help others achieve the same success.

We're your strategic growth partner, offering access to world-class global talent at significantly lower costs, supported by in-country services. Through our advisory approach, we enable organisations to scale efficiently by building office-based near- and offshore teams that operate as a true extension of your organisation, seamlessly integrated into your systems, standards and culture.

Build your own offshore capability.

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