

Nordic Sales Agency Launches Free B2B Sales-Outsourcing Comparison Service Across Finland, Sweden, Norway, and Denmark

Independent buyer-side advisory helps international sales teams find the right Nordic agency at zero cost



advisory service for B2B companies looking to outsource sales into the Nordic markets of Finland, Sweden, Norway, and Denmark.

The platform addresses a well-documented problem in Nordic market entry: dozens of sales outsourcing agencies compete for the same mandates, pricing is wildly inconsistent, and quality is nearly impossible to assess from a pitch deck alone. International sales teams routinely spend €15,000–30,000 per month on the wrong Nordic agency — often because they lacked an objective benchmark before signing.

Nordic Sales Agency solves this by operating as a neutral third party. The platform has indexed over 60 Nordic sales agencies across all four markets and evaluates them across six service categories: SDR-as-a-service, appointment setting, lead generation, demand generation, full sales outsourcing, and Nordic market-entry consulting. Critically, the service takes no referral fees and accepts no advertising from the agencies it evaluates.

Prospective users answer six questions about their target markets, ICP, and budget. In return, they receive a matched agency shortlist, an in-house versus outsourced cost comparison — including fully loaded SDR salary benchmarks across Helsinki, Stockholm, Oslo, and Copenhagen — and a ready-to-send RFP template.

The platform also explicitly flags common red flags in agency pitches: Eastern European contact centers marketed as locally based, fixed meeting guarantees without ICP qualification, and US-style 12-month lock-ins.

For companies selling into Finland, Sweden, Norway, or Denmark, the comparison service is available immediately at no cost.

About Nordic Sales Agency: Nordic Sales Agency is a free, independent B2B sales-outsourcing comparison and advisory service covering Finland, Sweden, Norway, and Denmark. Funded by Clevenio, the Nordic B2B data provider.

Website: [nordicsalesagency.com](https://www.nordicsalesagency.com)

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