

OVERVIEW

SalesInsight Services is a professional sales support and marketing consulting services company founded by experienced marketers that have a deep understanding of business challenges in the BPO and KPO industry providing high quality knowledge driven services in the area of marketing and sales and related business consulting services to organizations globally. Our approach and services have grown around our client's requirements leading to high quality of services and client satisfaction.

Being a professional consulting firm we help clients in reducing sales cycle and cost of sales thus optimizing the sales team time and productivity and helping them in leveraging opportunities in new markets and geographies. Our unique blend of service offerings includes Market Research, Marketing Collateral Development, Template Development, Email Marketing, Direct Marketing, Telemarketing, and Sales Lead Generation.

Based in India, SalesInsight provides international and domestic marketing reach to a gamut of industry verticals as software, information technology, healthcare, financial, engineering services and manufacturing, pharmaceuticals and business services.

We have a specialized support services for companies who wish to capitalize on India Inc brand and assist them to have a smooth India market entry



SALESINSIGHT KNOWLEDGE BASE

- ✓ Highly skilled professional with deep operational and consulting expertise in research and Information technology for BPO and KPO Industry.
- ✓ Domain expertise in IT, Media, Healthcare, Real Estate, Banking and Financial Services (Private Equity, Venture Capital and Hedge Funds)
- ✓ Delivery excellence:
 - Expertise in design and delivery of customize solutions.
 - Quality controls embedded throughout every aspect of delivery.
 - Proven project management methodology
- ✓ Global understanding of markets across US, UK, ASIAPAC and South Africa region.

SERVICES

MARKETING SERVICES AND SOLUTIONS

- Sales & Marketing Planning
- Custom Collateral Production
- Email Marketing Campaign
- Technical Content Writing
- Customer Reference Management
- Corporate Sales Presentations
- Template Development
- Blog / Articles Writing
- Whitepaper and Newsletter Production

INSIDE SALES & SALES SUPPORT

- Sales Process
- Profiling of prospects
- B2B Demand Generation
- Proposal review and RFP Development
- Custom Database Development and Validation
- Telemarketing

MARKET RESEARCH SERVICES

- Company Overview and Trend Analysis
- Competitive Intelligence reports
- Data scrubbing
- Market Segmentation Study
- Email Validation and Research
- Due Diligence Services

CONSULTING SERVICES

- Sales & Marketing Process
- Due Diligence
- Outsourcing (India Market Entry)
- IT Consulting
- CRM Consulting
- Financial Consulting (Taxation & Advisory Services)

VALUE PROPOSITION

Clients select SalesInsight for number of business reasons. The most prevalent including:

- Reducing sales cycle and cost of sales thus optimizing sales time and productivity.
- Positions client business for expansion and helping them in leveraging opportunities in new markets and geographies.
- Dedicated client delivery teams headed by thought leadership in the outsourcing arena.
- High level of customization-process built around client service model.
- Proven methodology and templates assuring reliability and consistency to clients.
- Key focus on quality of service and continuous improvement through process reengineering.

CONTACT US

We would welcome the opportunity to visit with you and your team to discuss your capabilities and how we can add value to your business.

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