

# **Company Slogan-** Creating, repositioning and rejuvenating brands with brilliant minds

## **H-1**

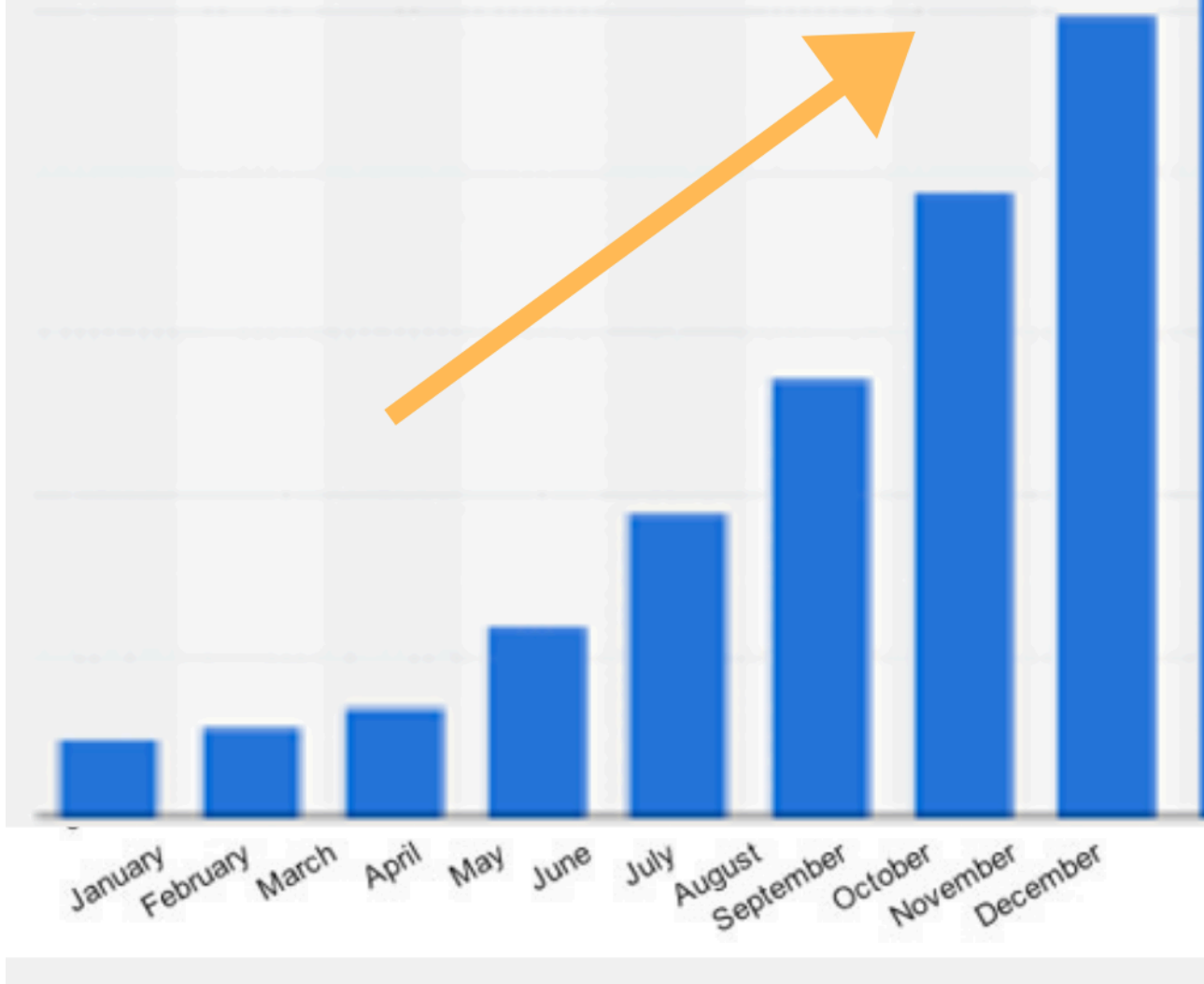
ParaSalesDocx Infoweb Pvt Ltd is a leading B2B online marketing agency. Parasales Docx is an output driven service providers in the marketplace which utilise technology with the wonder of the human mind to make the most out to our customers. We have successfully completed our 5 years in the market and gain the trust of hundreds of SAAS provider, telecommunication Companies, public figures, hardware and software companies.

### **B2B Marketing**

Business-to-business marketing is very famous now a day in which both company get a profit. It works like a win-win situation to both companies. B2B marketing work on the same principle as the concept of consumer marketing but it has some of its own unique way. In this model consumers choose their price themselves on the basis of profit and price potential shares.

B2B marketing is similar to business, in which you have to take some of the risks like as the business follow some of the math, statistics, business and behaviour principles. The extra experience with economics and business principles can better prepare you for building long-lasting relationships with other businesses.

# SALES AFTER INTEGRATED B2B + B2C MARKETING



## B2C Marketing

Business-to-consumer marketing is the concept of ages which is the key area of the market. Consumer is an innocent person who just wants a good lifestyle, fame and health. We have spent countless hours in understanding consumer psychology. Now, we leverage these techniques to make better results for our customers.

A customer wants a solution to their problem which is solvable by strong communication and trust. That's why we take a stand from others.

We are running our organization with three tactics:

- Data driven marketing
- Communication sequence to the customers
- We focus communication of the personal brand not for logos.

## **Leadership Process**

We believe in the strong leadership in our organization which is one of the sole reasons of our growth in short span of time. Always remember, Good Leaders are made, not born. There are some quality which makes a person a leader if he/she has a desire and will power, then they will come up as an effective leader. Leadership is the process by which person influence with their actions and directs the organization in a way that makes more cohesive and coherent. There is slight difference between a leader and followers:

Leader must have an honest understanding that who you are, what you can do and what you know. If you want to be successful as a leader then you have to convince your followers, not yourself or your superiors that you are worthy of being followed.

If you are a follower then you have lack of confidence in yourself. You have a lack of impetus. Different people have different styles of leadership so never try to copy anyone.

Always remember good leadership is honourable character and it is a selfless service to your organization and to those who believe in you as a leader. In your organization, your leadership is everything which make your organization to run smoothly and make your objective vivid. There is one doubt I want to clear that self-serving leaders are not as effective because their employees only obey them, not follow them. They succeed in many areas in generating a good image in front of seniors but at the end they act like as workers.

## **H-2**

### **How we talk with our customers?**

Communication is the art and it is the heart of the human interaction. It helps you to grow or decline your business very easily. As we all know that first impression plays a key role in the development of any kind of relationship. Customers are God for us. If someone think that phone

call is the outdated way to talk but according to the research. “ Phone calls are still primary channel for customer communication: Social Media channels just handle 3 percent of all our communication with customers, compared to 68 percent who contact customer service by phone.

There are some features of the ParaSales Dox which creates a huge difference with other companies. These things make us different from others.

## **1. Minimum hold times**

As we all know, no one wants to wait much longer time or no one wants to wait on automated responses. According to the research, 75% clients believe it takes a very long time to reach a live agent. Which decrease the sales of the company, 67% of the customers have hung up the phone out of frustration they could not talk to a real person. In ParaSales Docx you will talk to real agent quickly without waiting for much of your time.

## **2. Customer Service is our Priority**

If you are giving your customers proper service then definitely it will not give you business back and it will lose in your business. But in ParaSales Docx customer is our first priority, So we take care of all his belongings very carefully. According to the research, 78% of consumers have not made an intended purchase because of a poor service experience.

## **How we prospects?**

Prospecting is the art of increasing sale and it plays a crucial role in the growth of any company. But most of the sales expert say that it is a crucial part of boosting your success in sales. Our company in the business of sales for a very long time and I have learnt so many things in this business which help in sales and turns your prospects into paying customers. Now, I am going to tell you some secret of prospecting:

## **1. Consistency**

Consistency is the secret to success in the business of sales. You have to approach consistently to your prospect and clear their doubts. You have to open in all situations. Our company prepare a weekly plan for prospects which include the prospecting report of each and every day.

## **2. Focus on outcomes**

In the prospecting business results develop confidence and provide a good outcome.

If you want to generate a good outcome then you always have fix an appointment and always make a plan different according to different prospects which help in generating sales.

## **3. Turn off distractions**

There are so many distractions around us like in the forms of email, social media, internet and many other. You just have to shut down all of your distractions and focus on your work. If you have a lazy attitude towards prospecting then you will always fail in converting results. You must have to set your priority for generating results.

## **4. Write Scripts**

As we know prospecting helps us in increasing any business. But poor prospecting results because of two reasons. First you are spending too much time on prospect or second due to ineffective prospecting because of language you choose.

No one wants to talk with robots if you always repeat the same sentence to everyone like “ I am a Professional Salesperson” so no one like to talk such a person. Always talk like he/she is your friend.

## **5. Get good at cold calling**

If you don't know the power of cold calling then you are far away from converting a prospects in customer. Cold Calling is the fastest way to create an open relationship and fix a schedule with your prospects.

## **6. Real time services**

A good business can be converted into a great business with the power of services. We believe that time is money that's why we rely on real time delivery with real time services. Real time services can be fulfilled over phone call or email. We are known to fulfill our commitments along with the real time delivery.

## **H3**

**How we help ventures to succeed in this competitive world?**

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You cannot cut through the clutter by adding more to the clutter. We are dedicated to utilise the technology with our different innovation into sales, marketing, branding, prospecting, and utilise the

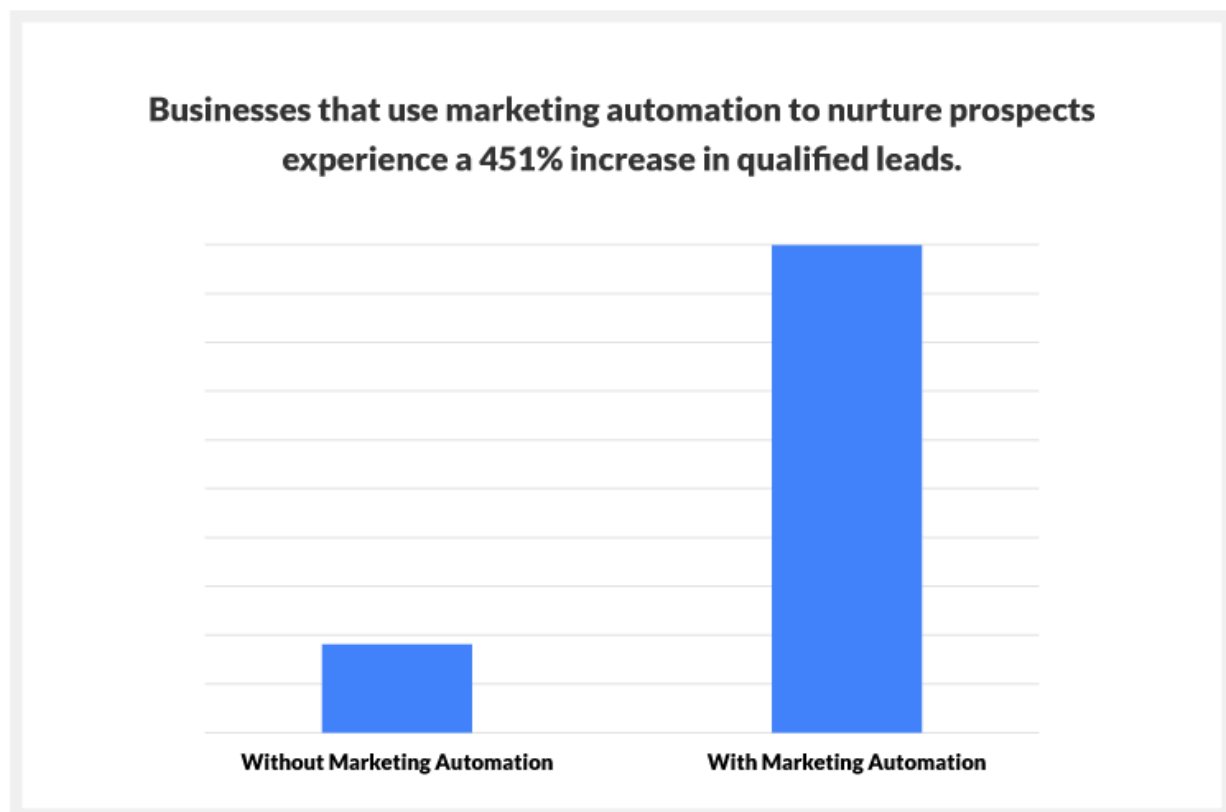
budget. We solely focus on improving their sales from our proven strategies of lead generation, prospecting, and other marketing practices.

Designing a perfect lead generation strategy looks easy from the outside, but ultimately failed to deliver the requirements. In the period of 5 years, we have developed a full-proof strategies that are effective globally either our customer is in India or either in the United Kingdom.

A right customer is always waiting for your product, we just need to find them. There are enormous opportunities in the market for new products and innovation. We are providing a pathway to our customers so they can reach their target and goals.

### **How much we can accelerate sales and revenue?**

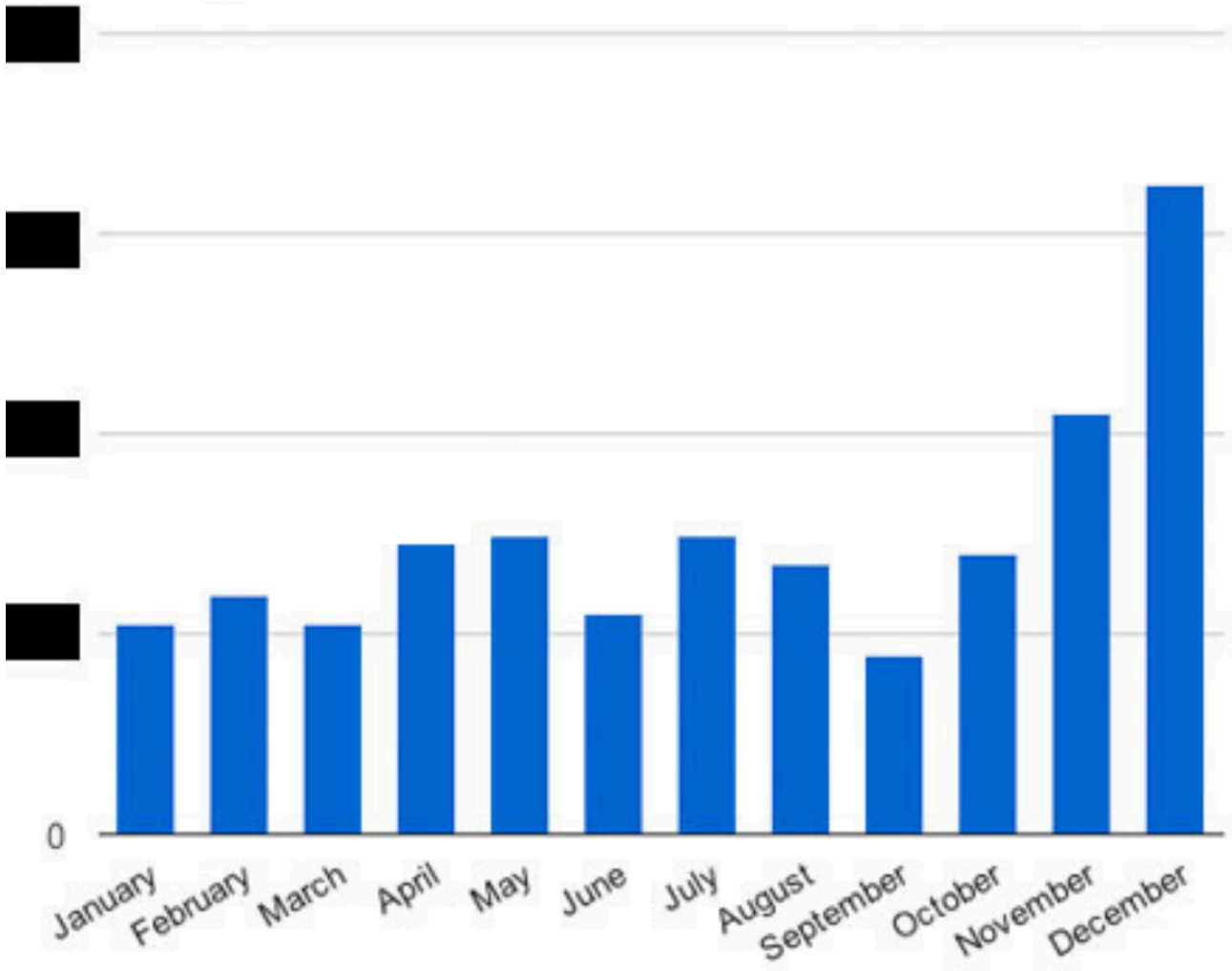
A successful campaign needs lots of skill to design and a right platform to host the advertising. That's where we win the heart of our customer. This value driven venture always want to automate their campaign which increases the generation of qualified leads up to 500%.



Paradocx Sales is a family of qualified and highly professional persons dedicated to integrate online marketing in every sector and help other businesses in increasing their sales revenue.

We are helping our customers by innovation in the strategies which boost up the annual sales upto 500%. The automation marketing help up to provide that much growth to our customer.

# SALES GRAPH OF OUR CUSTOMERS





## **GDPR**

We strictly support consumer data protection policies of the government which ensures to process the data for the right use. We ensure the legal protection of the sensitive information

- political opinions
- Race
- Ethnic background
- Genetics
- biometrics (where used for identification)
- health
- sex life or orientation

## **H-4**

### **Lead Generation**

ParaSalesDox builds loyalty and long-term relationships with customers while consistently reaching sales targets. ParaSalesDox has talented experienced Sales/ Lead Generation professional with the tested platform to leverage the technology who effectively multi-tasks and balance customer needs and actual scenario of market.

### **Email Marketing**

ParaSalesDox has a creative and skilled Email Marketing Specialist who has excellent email marketing campaign development and strategy. Has a superior writing skills and a thorough

understanding of impactful marketing messages. These experience help in effective email marketing campaigns.

### **Content Syndication**

Content is the first impression of you to your customers. Valuable and Good Content is the key to success of any B2B and B2C organization. Creative and highly experienced content Developer with a very deep experience in every stage of web marketing process. Extremely sensitive to a wide variety of web audiences. Content Syndication ensures that you are providing your content to the target audience with a strong mindset of providing values.

### **Appointment Setting**

Appointment scheduler skilled at multitasking and maintaining a strong attention to detail applies professionalism and superior communication skills to meet patient and office needs.

### **Demand Generation**

Adaptive leader driving sustainable marketing sourced and influenced pipeline by leveraging market potential, executing topnotch marketing techniques through all demand generation and digital channels, innovating content distribution strategies, and coordinating dynamic corporate events.

### **Account Based Marketing**

A Skilled Marketing Account Manager focused on maximising sales by managing all accounts systematically and logically, Dedicated professional with belief that consistency all dedication

build the most successful business partnerships.