

B2B Sales and lead generation company that helps tech firms tackle **sales development challenges.**



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Why Do Clients Hire Us?

To Become More Discoverable.

Better Quality Leads At The Top Of The Funnel.

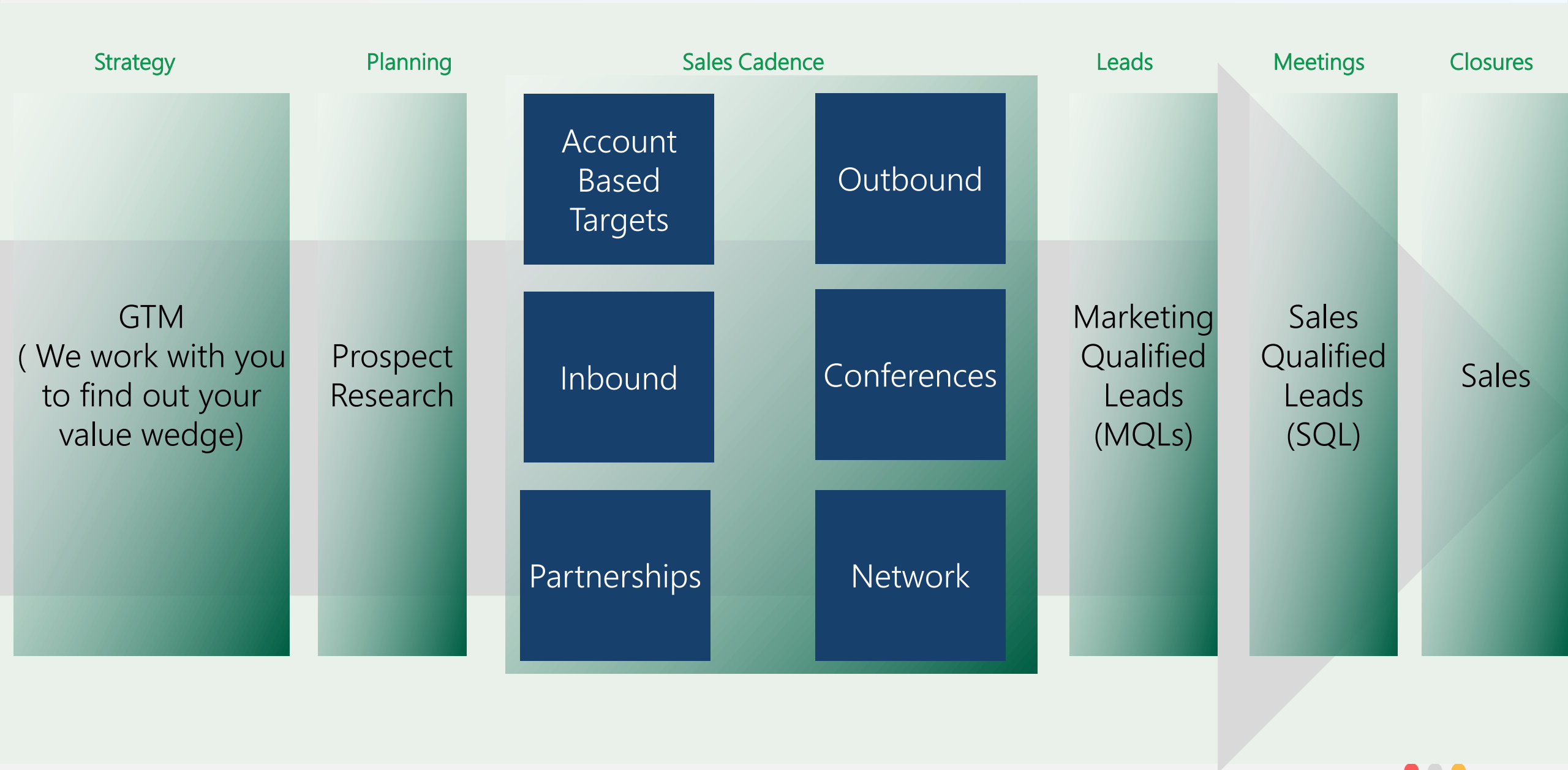


Get 4-5 Sales Qualified Leads A Month.

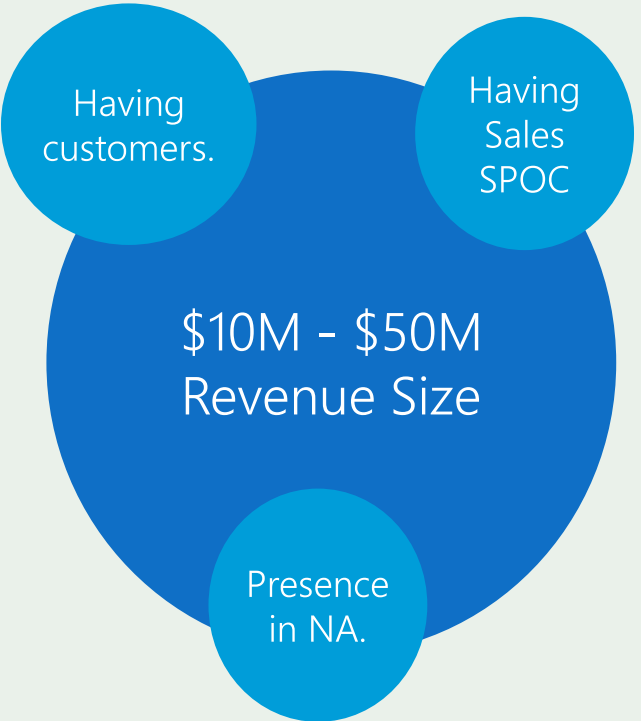


Accrue More Revenue.

We Offer A Complete Outsourced Sales System.



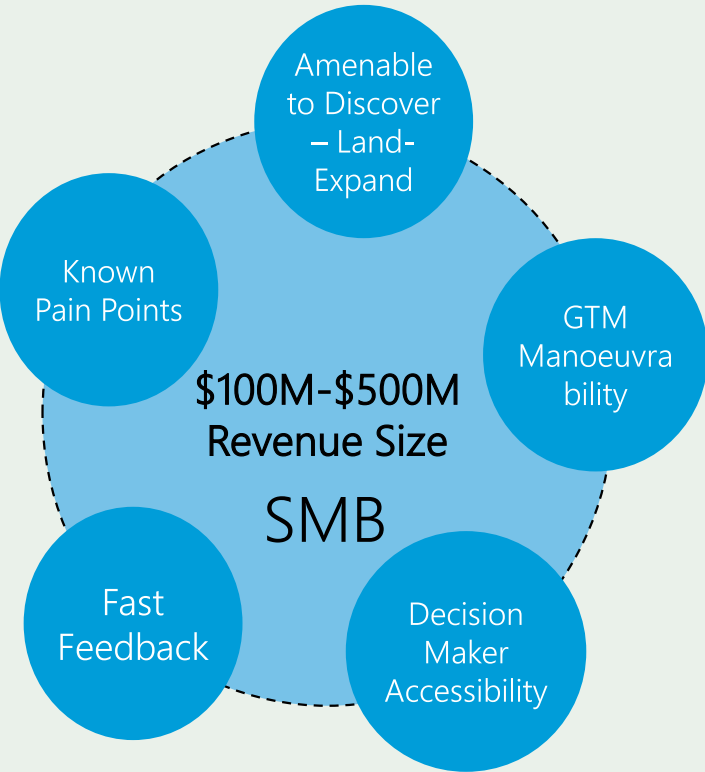
Our Positioning: SMB – Tech Market



Our Clients

Selling Tech
→

Deal Size 1-2M,
ARR



Our Client's Customers

The Segments That We Reach Out To.

Geo's: India |ME| ASEAN |North America

Enterprises

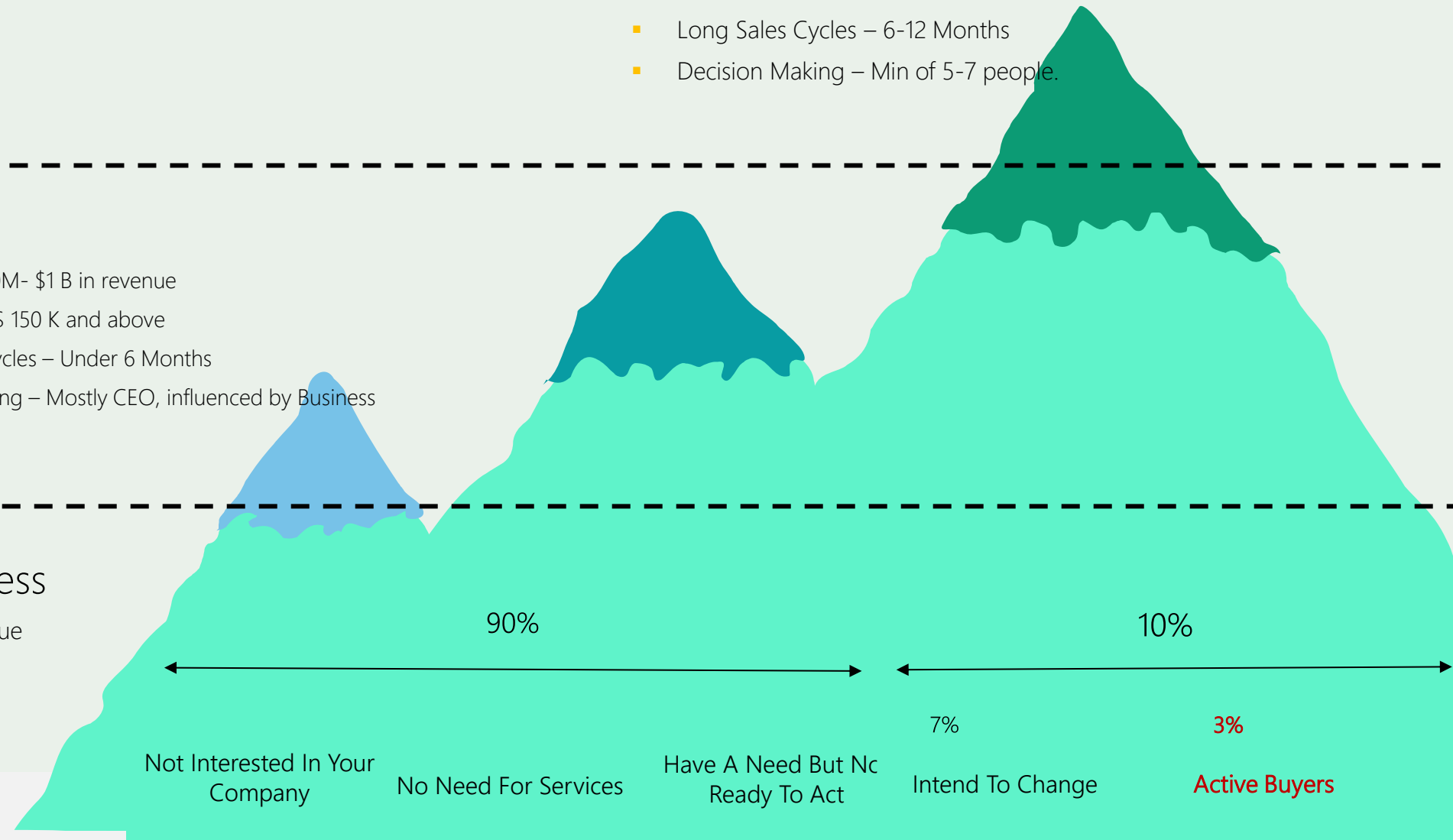
- Above \$1 B in revenue
- Ticket Size ~ \$ 1 Million and above
- Long Sales Cycles – 6-12 Months
- Decision Making – Min of 5-7 people.

Mid Market

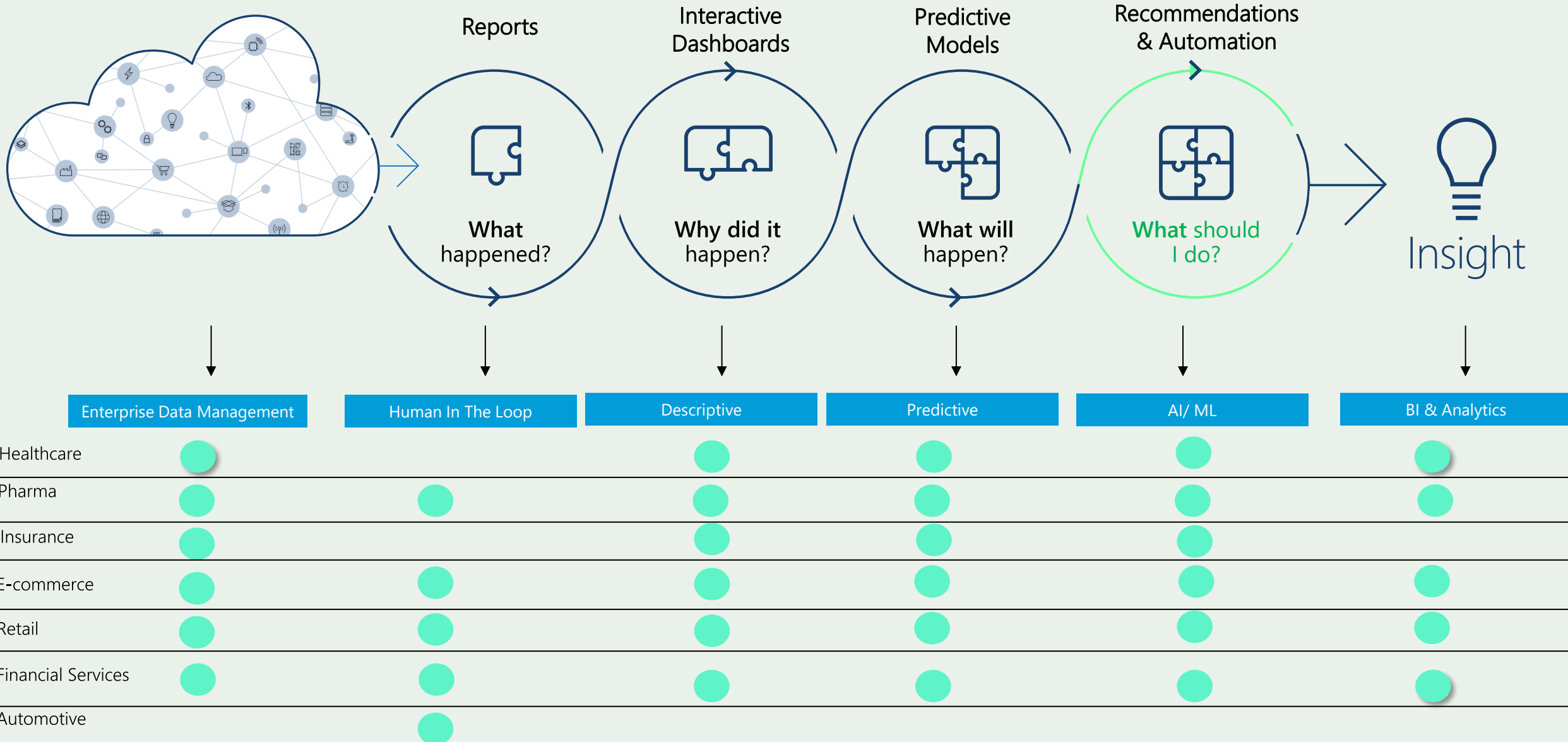
- Between \$500M- \$1 B in revenue
- Ticket Size ~ \$ 150 K and above
- Short Sales Cycles – Under 6 Months
- Decision Making – Mostly CEO, influenced by Business

Small & Medium Business

- Between \$100M- \$500 M in revenue
- Ticket Size ~ 50K -\$ 150 K
- Short Decision – 3 Months
- Decision Making – CEO.

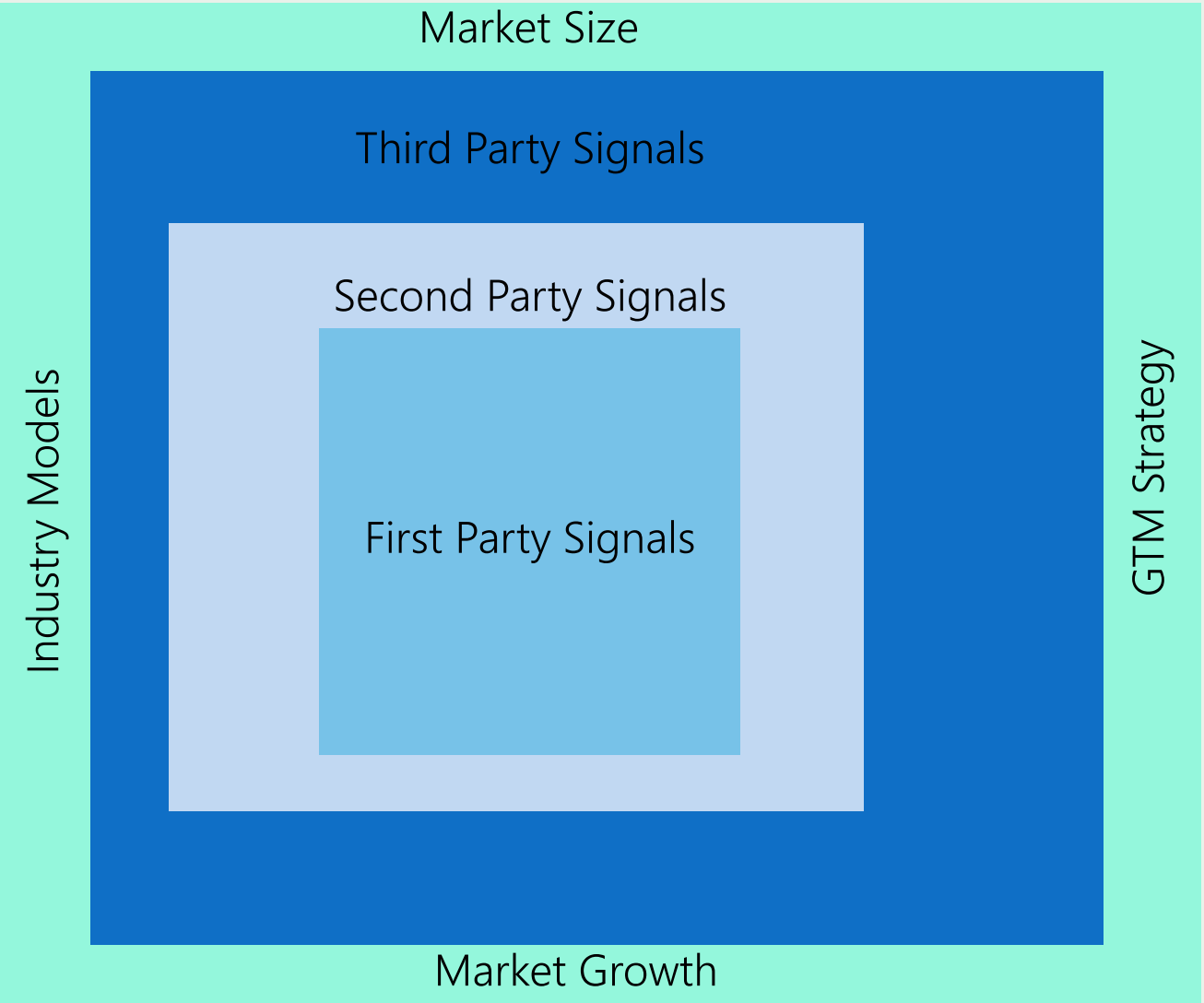


Industries Served



GTM Strategy

GTM Strategy : We Begin With Understanding Your Industry: Demand Signals



First Party Signals

- Opens & Clicks to Outbound
- Opens & Clicks to Inbound Content
- Similar Product / Service Usage
- LinkedIn Signals

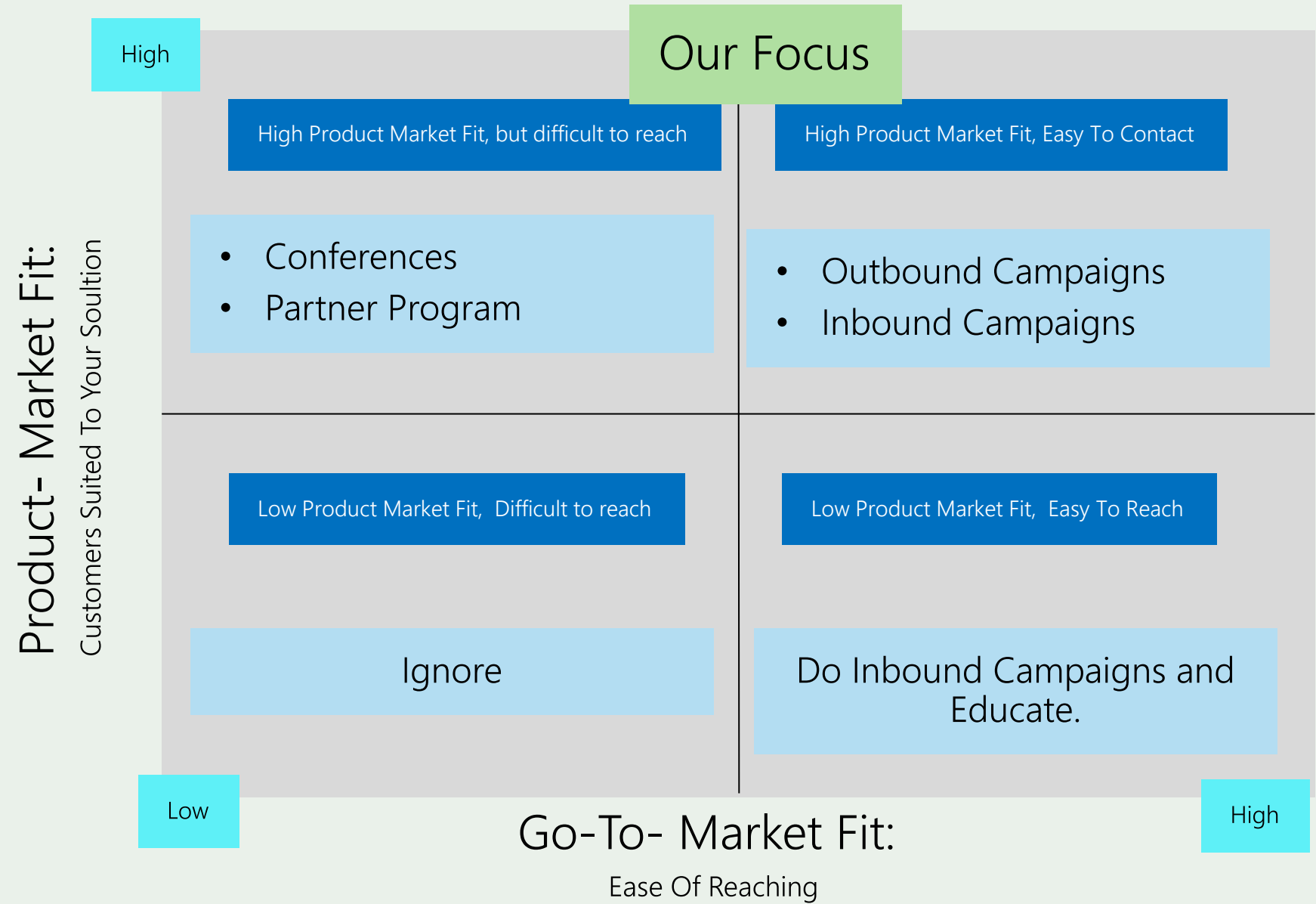
Second Party Signals

- Hiring
- New Launches
- Cost Cutting
- Contract Closures

Third Party Signals

- Management Movement
- New Funding
- M&A

.....then we understand your Ideal Customer Profile... Our ICP Grid



GTM Plays.

Outbound | Inbound

We Save 50% Lead Generation Time by using Agentic AI Sales Bots.

- Outbound
- Inbound

Lead Gen is about reaching out to Decision Makers, Influencers and Authority.

Conferences

Intelligent Conference Mining

- Conferences
- Private Round Tables

Build Networks and have quick meetings to understand market movements and structure.

Partners

Driving Partnerships

- ISV
- SI
- Synergy
- Domain

Reach out to difficult to reach customers through a partner network.

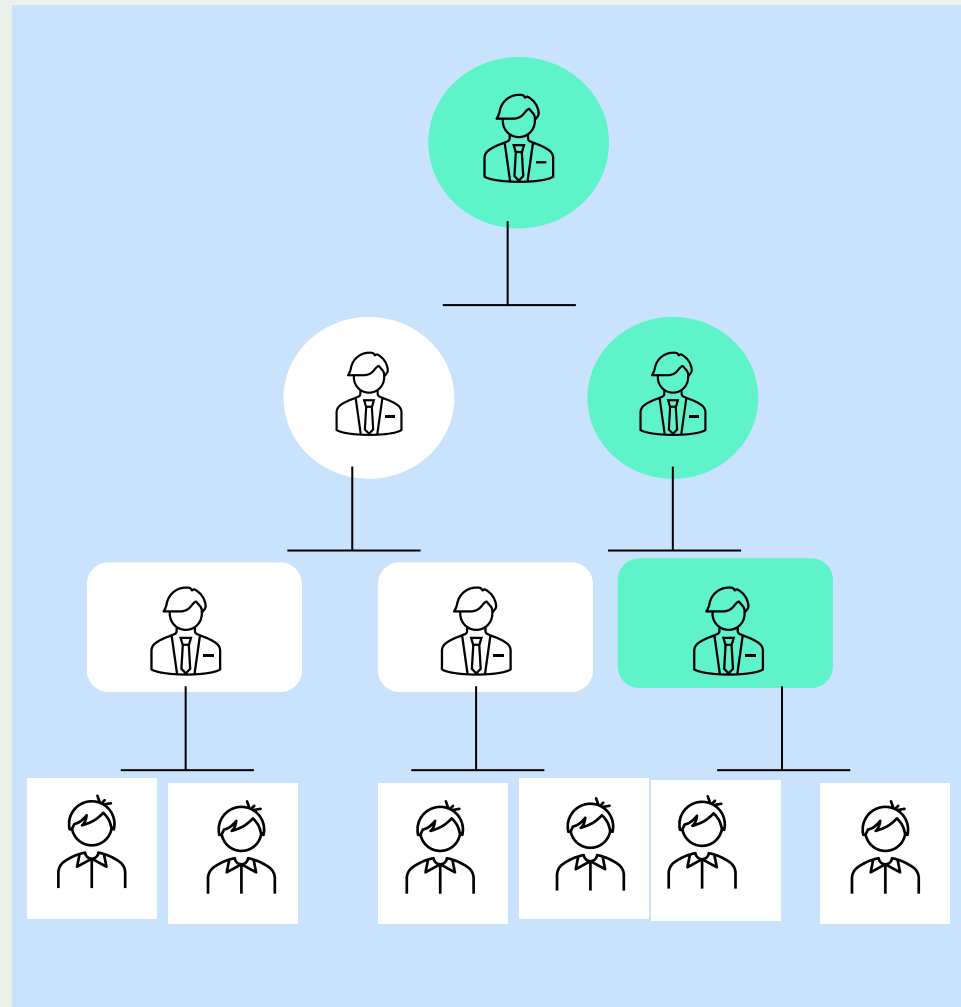
ICP's That We Reach Out To: SMB & Mid Market.

CXO
Decision Maker

VP
Authority

Director
Influencer

Manager
User



80% Of Our
Campaigns
target.

Sales Cadence

Sales Cadence

Drive Traffic

Lead Generation

Account Based Targets

Outbound

Inbound

Conferences

Partnerships

Network

Nurture Relationships

Business Development



CRM

Convert To Revenue

Sales

Inside Sales- (India)

Inside Sales (USA)

Field Sales - SDR's

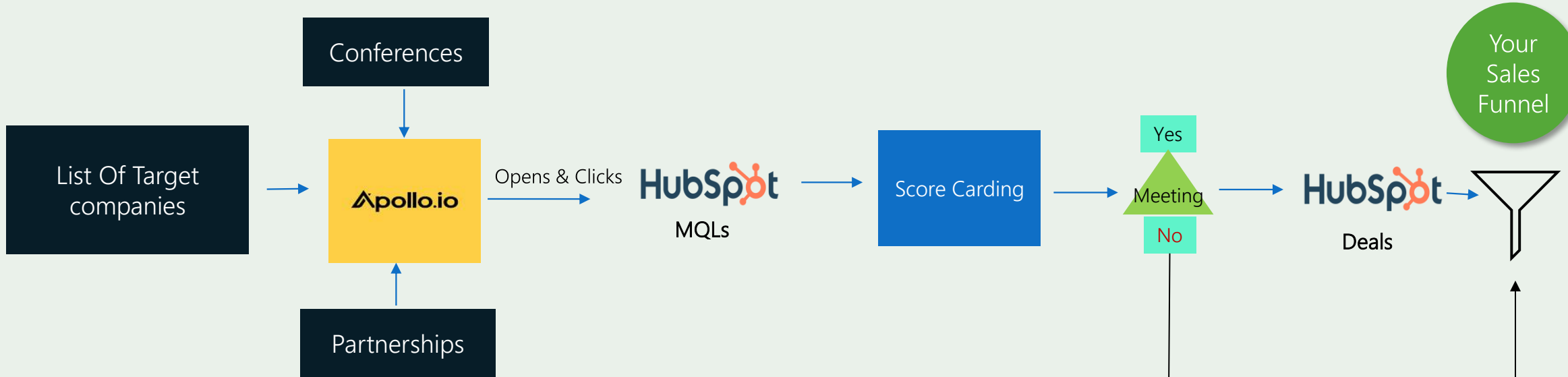
Market Research | Demand Signals | GTM Strategy.

...then build the required custom workflows....

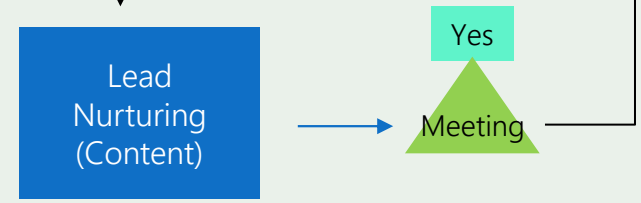
Strategy



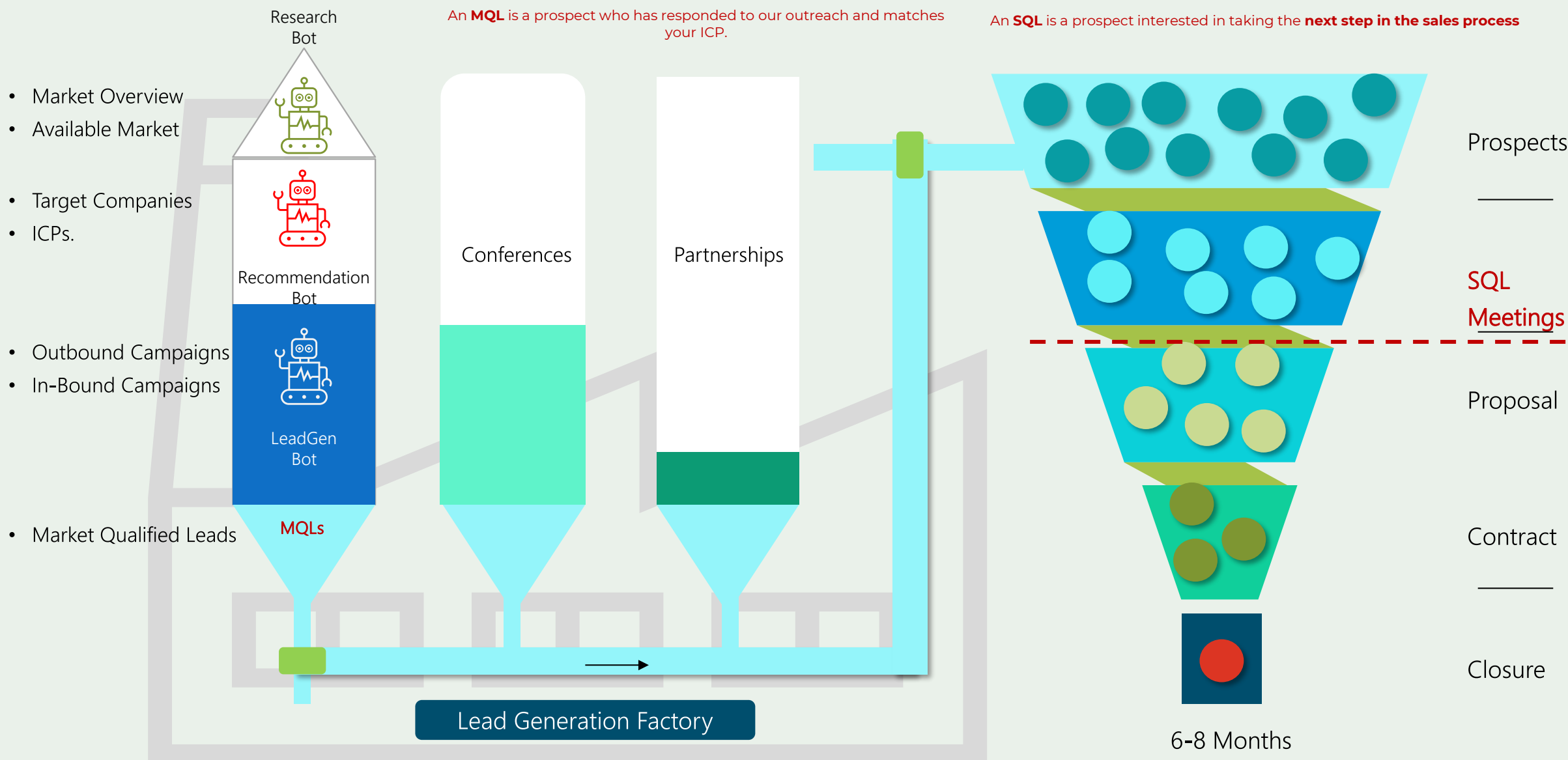
Traffic



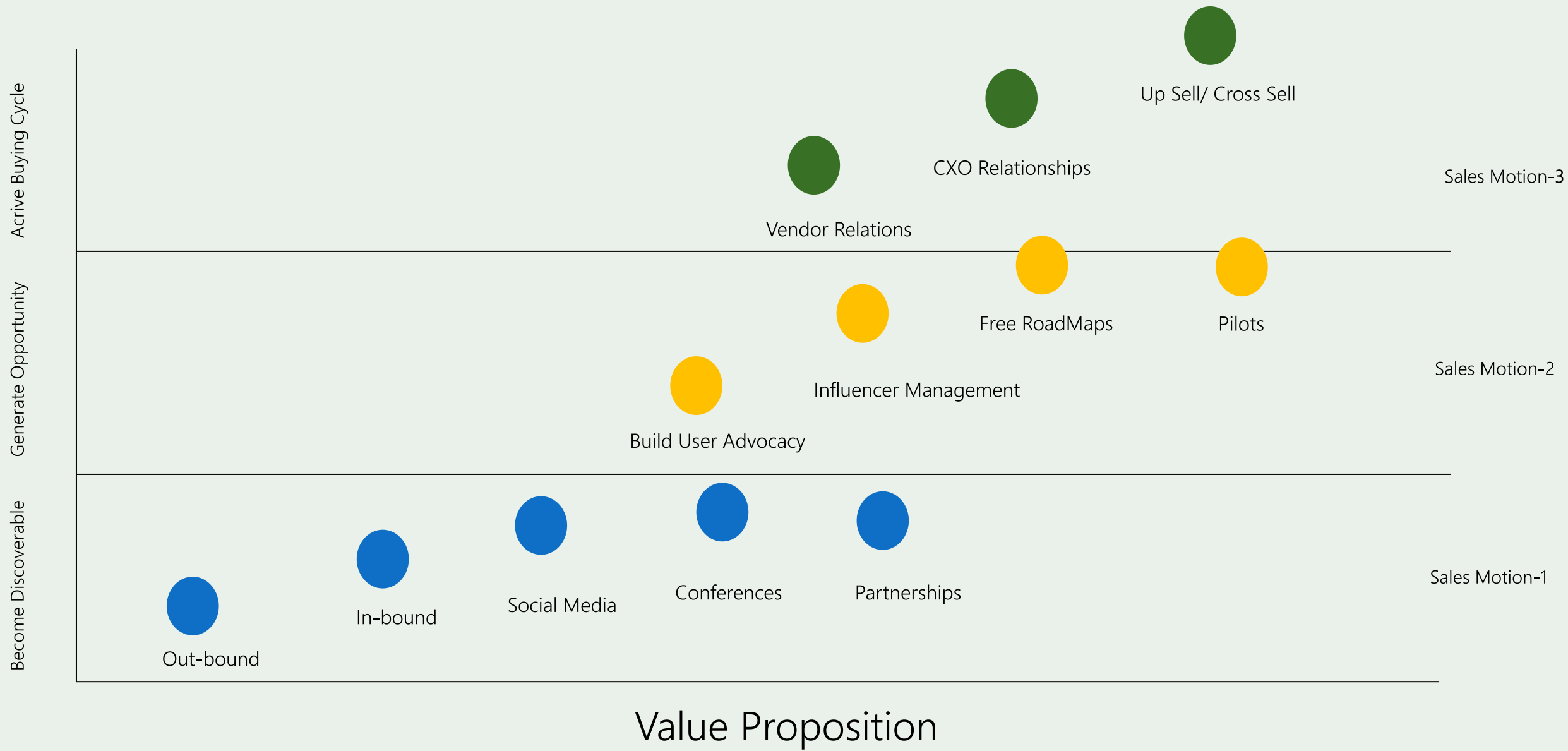
Nurture



Sales Cadence That Drives Results.



Sales Motions : Buying Cycles.



Benchmarks

Volumes:

Number of Touch Points across Sales Cadence
:> 2500 touchpoints/ Month

Account Based Targets

Outbound

Inbound

Conferences

Partnerships

Network

Conversion:

Prospects To MQLs : 35% Open Rates
MQLs To SQLs: 13% Open Rates

Time

SQL To Meeting: 84 Days

Execution

Timelines

Month-1	Month-2	Month-3	Month-4	Month-5	Month-6
GTM Strategy	GTM Plays Lead Gen, Conf, Partnerships	Inside Sales Onboarding	Partner Enablement	Partner Onboarding	Steady State
Project Team Enablement	Lead Generation-Outbound	MQLs Follow-ups	First Conference	Sales Funnel Build	
HubSpot CRM enablement	HubSpot In-Bound Enablement	First SQLs	SQLs > NDAs		
Apollo.io Sales Engagement Enablement	First MQLs	Conference Listing & Qualification	SQLs > PoCs		

Reporting: Hubspot










Deals ▾

Actions ▾ Import Create deal

All deals × My deals + Add view (2/5) All views

NW Sales Pipeline Deal owner Create Date Last Activity D... Close Date Advanced filters (0)

Search name or description 🔍 Board options ▾

MAIL OPENS- MQL 64 <	MEETING SCHEDULED 3 <	SCOPING PRESENTATION SC... 1 <	POC PROPOSAL 1 <	DECISION MAKER BOUGHT-... 1 <	POC 0 <	CONTRACT SENT
<p>Banza - New Deal Amount: \$150,000 Close date: 06/30/2024</p> <p> High Email 12 days ago ! No activity scheduled</p>	<p>Azadea Group - New Deal Amount: \$150,000 Close date: 05/31/2024</p> <p> High No activity for 2 months ! No activity scheduled</p>	<p>Landmark Group - New Deal Amount: \$150,000 Close date: 05/31/2024</p> <p> High No activity for 2 months ! No activity scheduled</p>	<p>Jumbo Group - New Deal Amount: \$150,000 Close date: 05/31/2024</p> <p> High No activity for 2 months ! No activity scheduled</p>	<p>Abela & Co - New Deal Amount: \$150,000 Close date: 05/31/2024</p> <p> High No activity for 2 months ! No activity scheduled</p>		
<p>Nextdata - New Deal Amount: \$150,000 Close date: 06/30/2024</p> <p> High Email 12 days ago ! No activity scheduled</p>	<p>LuLu Hypermarket - New Deal Amount: \$150,000 Close date: 05/31/2024</p> <p> High No activity for 2 months ! No activity scheduled</p>					
<p>Michaels Stores - New Deal Amount: \$150,000 Close date: 06/30/2024</p> <p> High Email 12 days ago ! No activity scheduled</p>	<p>Apparel Group - New Deal Amount: \$150,000 Close date: 05/31/2024</p> <p> High No activity for 2 months ! No activity scheduled</p>					
<p>Boatst - New Deal</p> <p>Total: \$9.6M Weighted: \$1.9M ⓘ</p>	<p>Total: \$450,000 Weighted: \$90,000 ⓘ</p>	<p>Total: \$150,000 Weighted: \$90,000 ⓘ</p>	<p>Total: \$150,000 Weighted: \$60,000 ⓘ</p>	<p>Total: \$150,000 Weighted: \$120,000 ⓘ</p>	<p>Total: \$0 Weighted: \$0 ⓘ</p>	<p>Total: \$0 Weighted: \$0 ⓘ</p>

Governance: Weekly Reviews

Leader Board

Project Goals

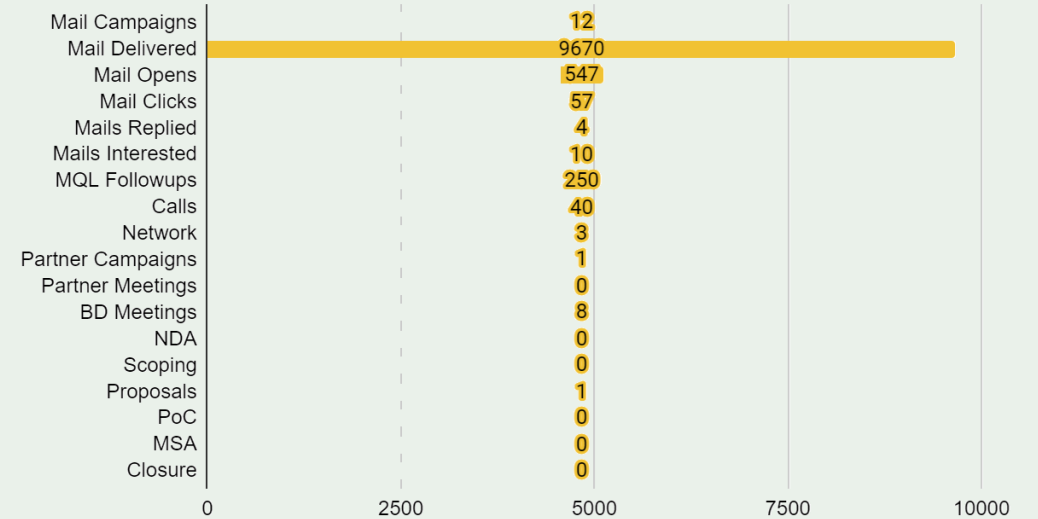
Sr No	Funnel	Month-1	Month-2	Month-3	Month-4	Month-5	Month-6	Total
1	Awareness (Opens)							
2	MQLs (Replies, Clicks)							
3	SQLs (Meetings)		1	1	1	1	1	6
4	NDA							
5	Proposal							
6	PoC / Resource Deployment							
7	Project Closure							

Project Achievements

Sr No	Funnel	Month-1	Month-2	Month-3	Month-4	Month-5	Month-6	Total
1	Awareness (Opens)	Green	Green	Yellow				
2	MQLs (Replies, Clicks)		Yellow					
3	SQLs (Meetings)	Green	Green	Yellow				
4	NDA							
5	Proposal		Green					
6	PoC / Resource Deployment							
7	Project Closure							

Sr No	Client Name	Geo	Country	Month	Status	Action Items	Action	Date
1								
2								
3						Green	Yellow	
4								
5								
6								

Grand Total Of Efforts



How Will We Engage With You?

Client
SPOC



Account
Manager
/ Inside
Sales



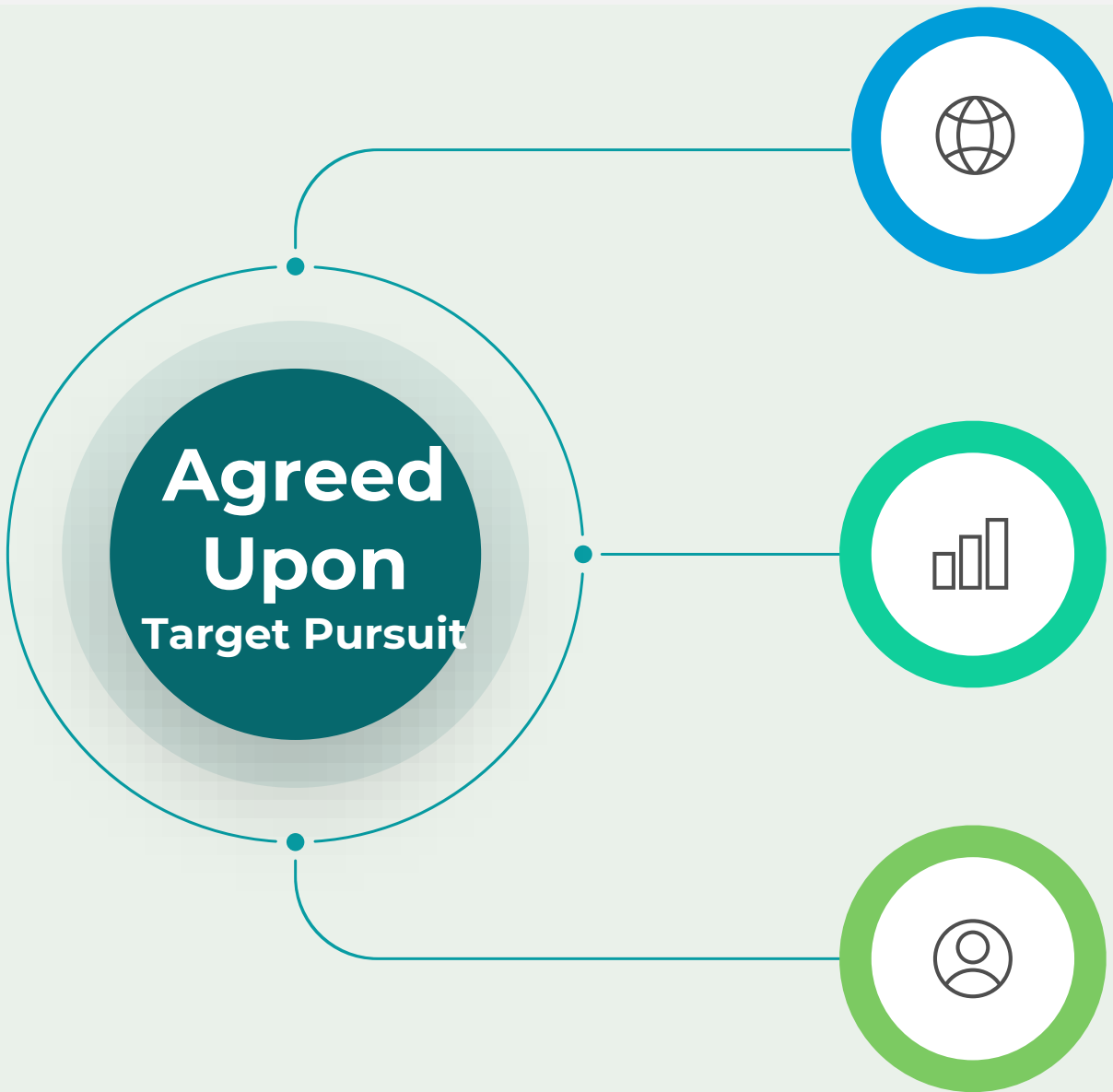
CRM



Operations

Research Outbound Inbound Conferences Partnerships

Summary



Dedicated Team Deployment

- Lead Generation: AI Automation.
- Business Development.
- Sales Management.

Assured Deliverables

4-to-5
Sales Qualified
Leads / month,
Followed by
Lead Nurturing
to closure.



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