

Accelerate Your Sales Engine.

Renin Research Technologies partners with enterprises to conquer sales development challenges and unlock growth..



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Why Clients Choose Renin Research?

1

The Problem

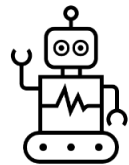
Sales teams **waste time managing tools, integrating tech,** and generating MQLs before client engagement.



2

Our Solution

We **automate multi-channel outreach** to generate leads, building your initial pipeline efficiently.



3

Client Benefits

- Save on Inside Sales team costs.
- >15-20 meeting-ready leads monthly.
- **4-5 qualified meetings monthly.**
- Your team focuses on nurturing and closing.



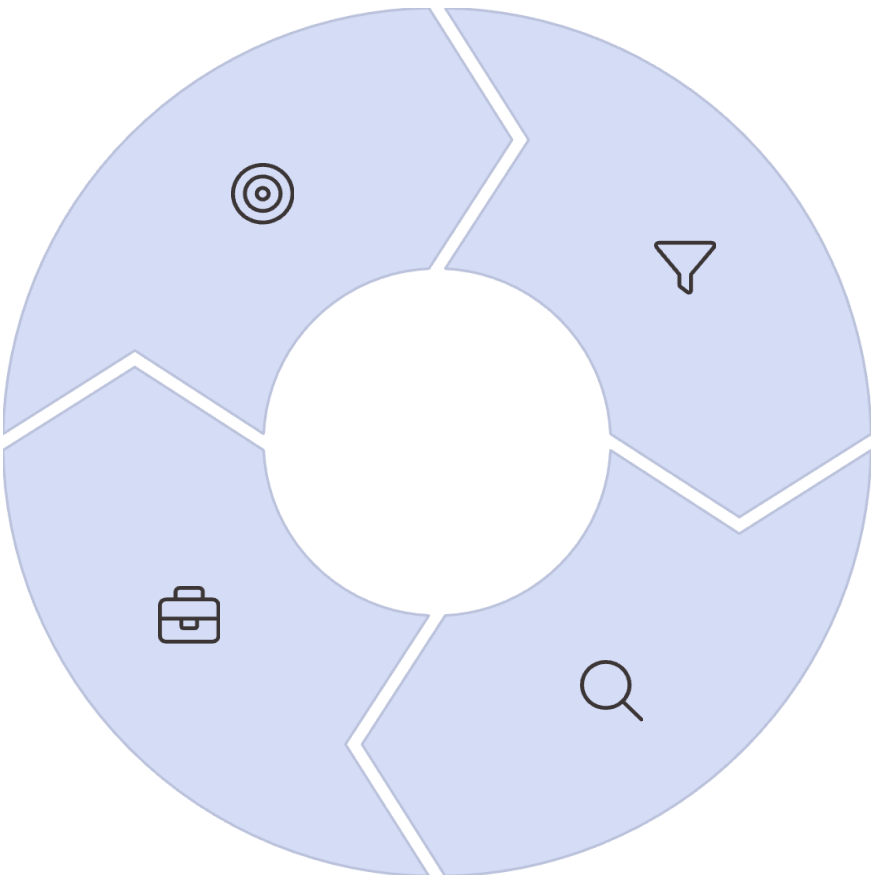
Our Comprehensive Sales System

GTM Strategy

- Market Research
- Target Companies & ICPs

Sales Management

- Proposal Management
- Meetings



Sales Funnel

- Top: Cold/Warm Outreach, LinkedIn
- Middle: Lead Nurturing
- Bottom: Appointment Setting ,Deal Closure

Research & DB Build

- Identifying Demand Signals
- Narrowing down ICPs

Built on AI Automation

HubSpot

Apollo.io

lemlist

Smartlead.ai

n8n

make
formerly Integromat

RENIN

We are vertical focused: Healthcare



Pharmaceutical



Medical Devices



Diagnostics



Hospitals



Pharmacy



Care Givers

We are services focused



Agentic AI



Digital Transformation



CRM



Cloud

Go-To-Market Preparation

Define Core Strategy

Build value proposition, identify industry niches, segment target companies.

Campaign Readiness

Configure campaign offers, design landing pages, and plan execution.

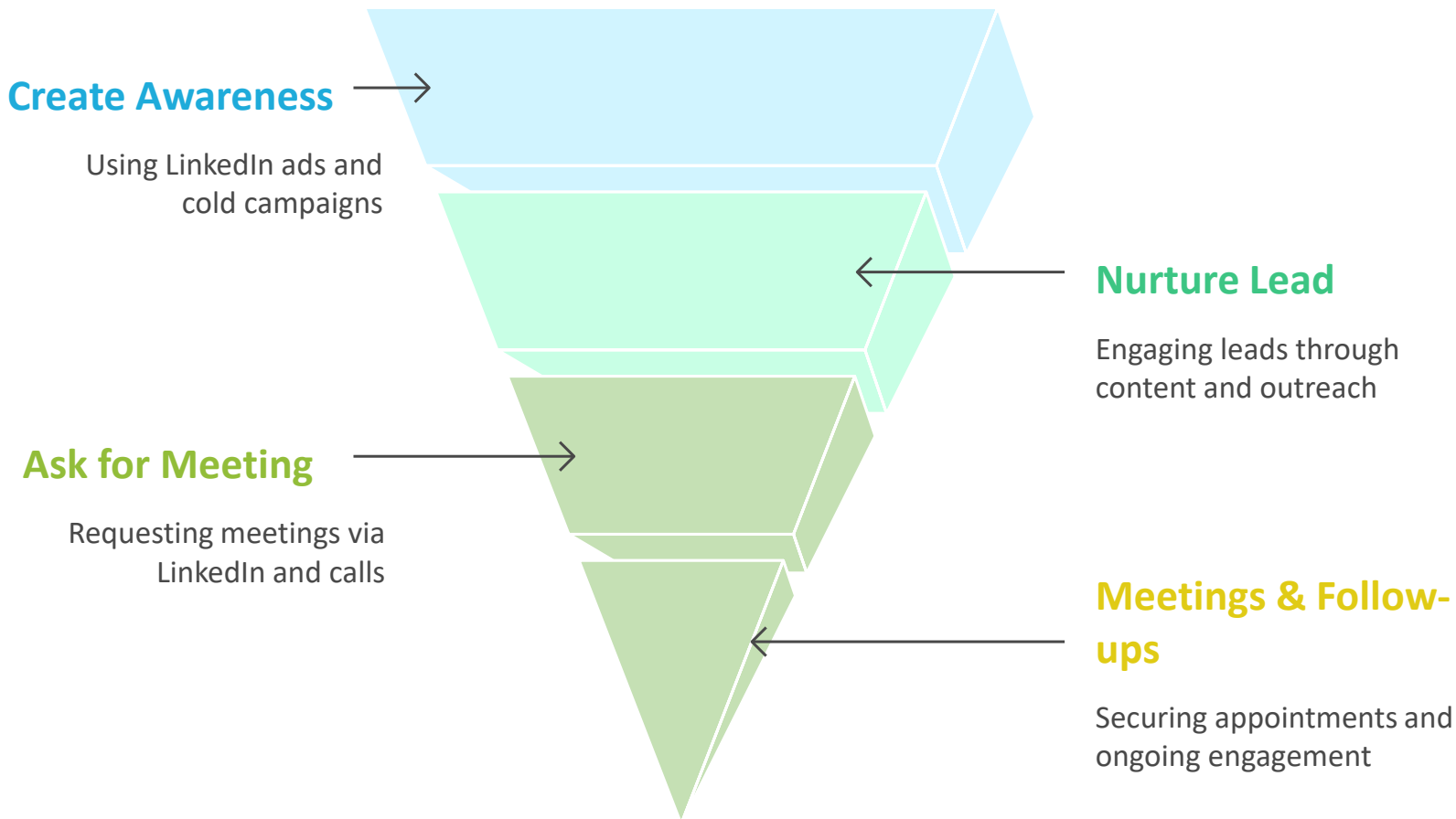
Tool & CRM Implementation

Set up pipeline tools for outbound/inbound efforts and Hubspot CRM.

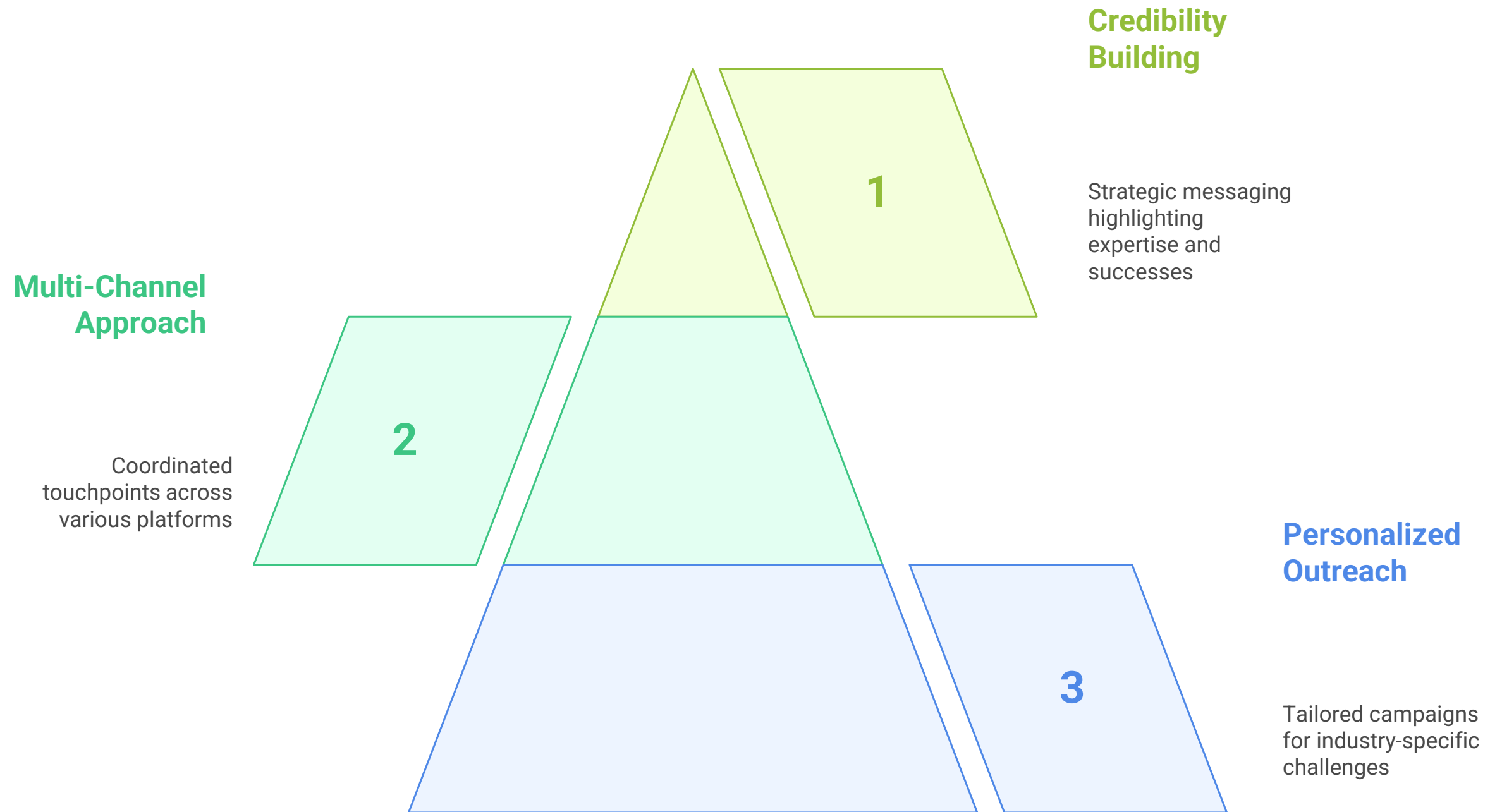
Launch & Execute

Initiate campaigns and monitor performance for optimal results.

Renin Lead Conversion Funnel.

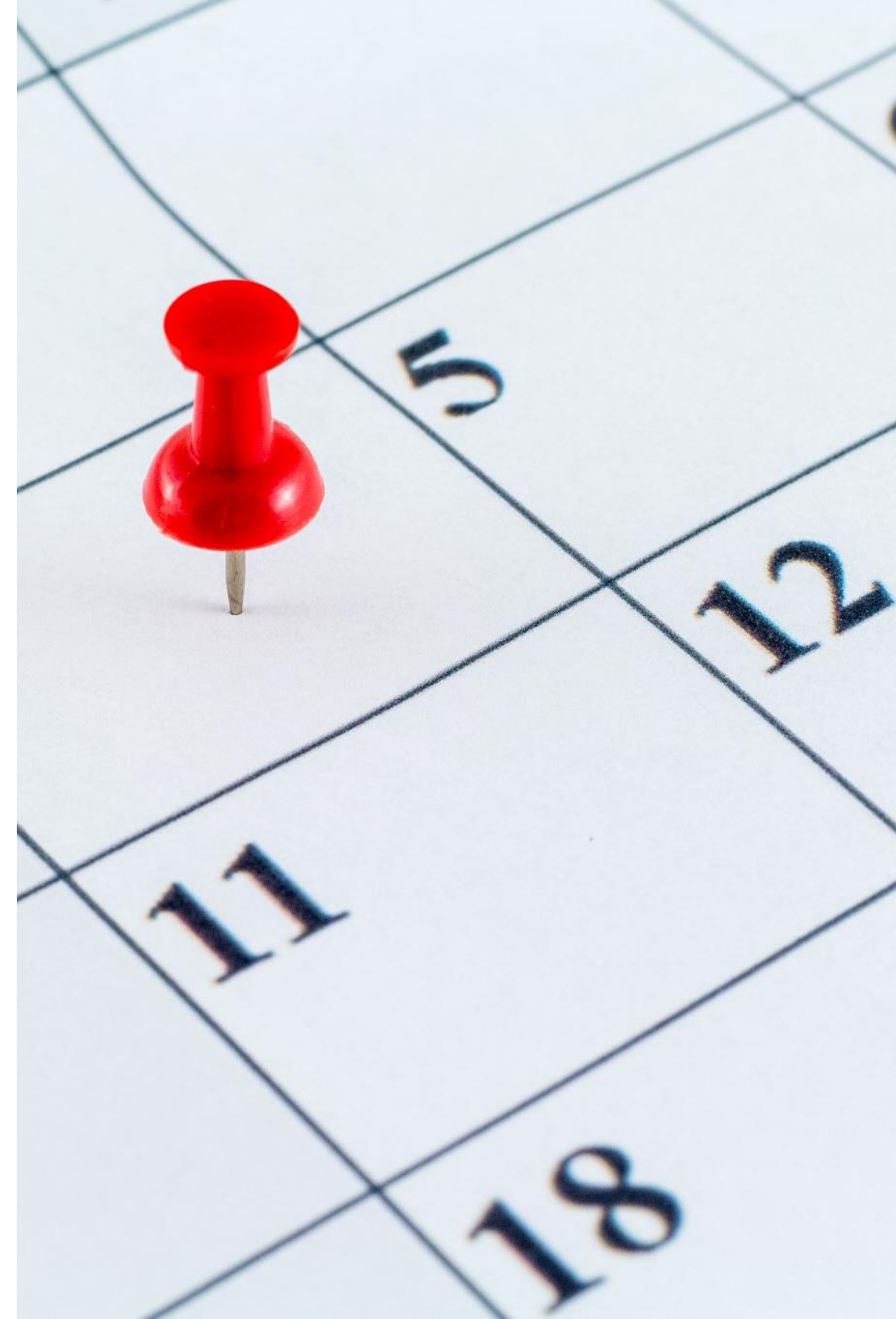


Target Account Engagement Strategy.



Strategic Timelines

- 1 — Week 1
 - GTM Strategy & CRM Enablement
 - Email Warmups & Team Enablement
- 2 — Week 2
 - LinkedIn Ads & Outbound Campaign Launch
 - First MQLs (Opens: Prospect read mail, Clicks: Prospect clicked links)
- 3 — Week 3
 - Inbound Enablement & Automation Stack Ready
 - First SQLs (Prospect requested meeting)
- 4 — Week 4+
 - Steady State Operations
 - Consistent Appointment Setups



AI-Powered Sales Process



Multiple Campaign Pipelines

Generate various outreach scenarios

AI Sales Agents

Automated follow-up & appointment setting

Human Touch

Cold calling only when needed

Success Story: AI Document Extraction

Challenge

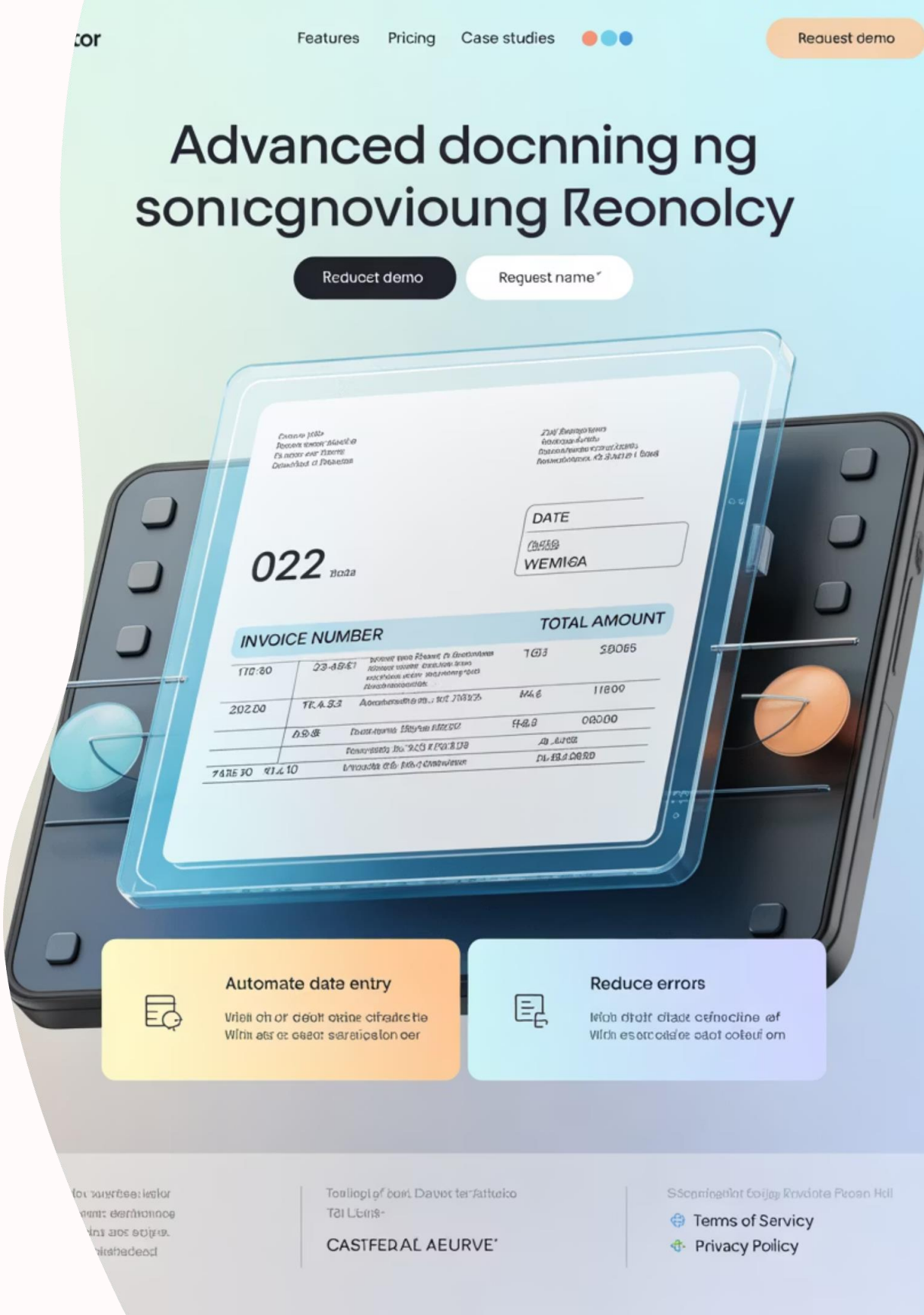
Startup selling expensive GPU-based IDP solution to enterprises with existing solutions

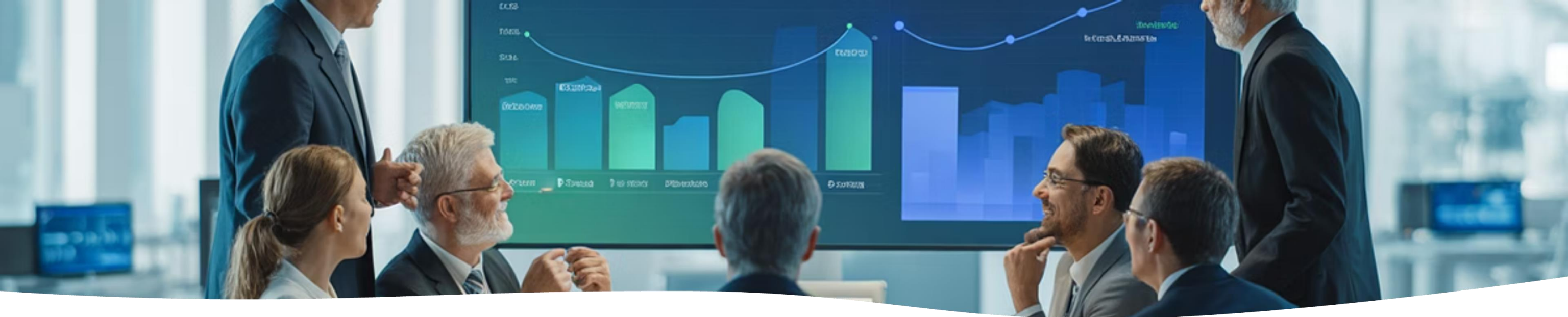
Strategy

Segmented market by use case, targeted industries with time-sensitive KVP extraction needs

Results

\$2M ARR from healthcare and biotech clients in under 8 months





Enterprise Case Studies: Part 1

8,000+

Prospects

IDP Company | Insurance,
Real Estate, Logistics

100+

Appointments

\$2M ARR closed | 8-month
engagement

5,000+

Prospects

AI Analytics | Cloud Services
Sector

40

Appointments

3 pipeline deals | 6-month
engagement

Enterprise Case Studies: Part 2

10,000+

Prospects

HITL AI Services |
Computer Vision, Trust &
Safety

15+

Appointments

2 pipeline deals | 4-
month engagement

30,000+

Prospects

Product Engineering |
US ISVs

65+

Meeting-Ready
Leads

3-month engagement



Your Dedicated Team

Account Director	Sales Strategist: GTM, communication, funnel management	Full Time
Automation Engineer	Sequences, integrations, dashboards	Full Time
Inbound Specialist	Hubspot, landing pages, workflows	Fractional
CRM Management	Hubspot implementation & oversight	Fractional

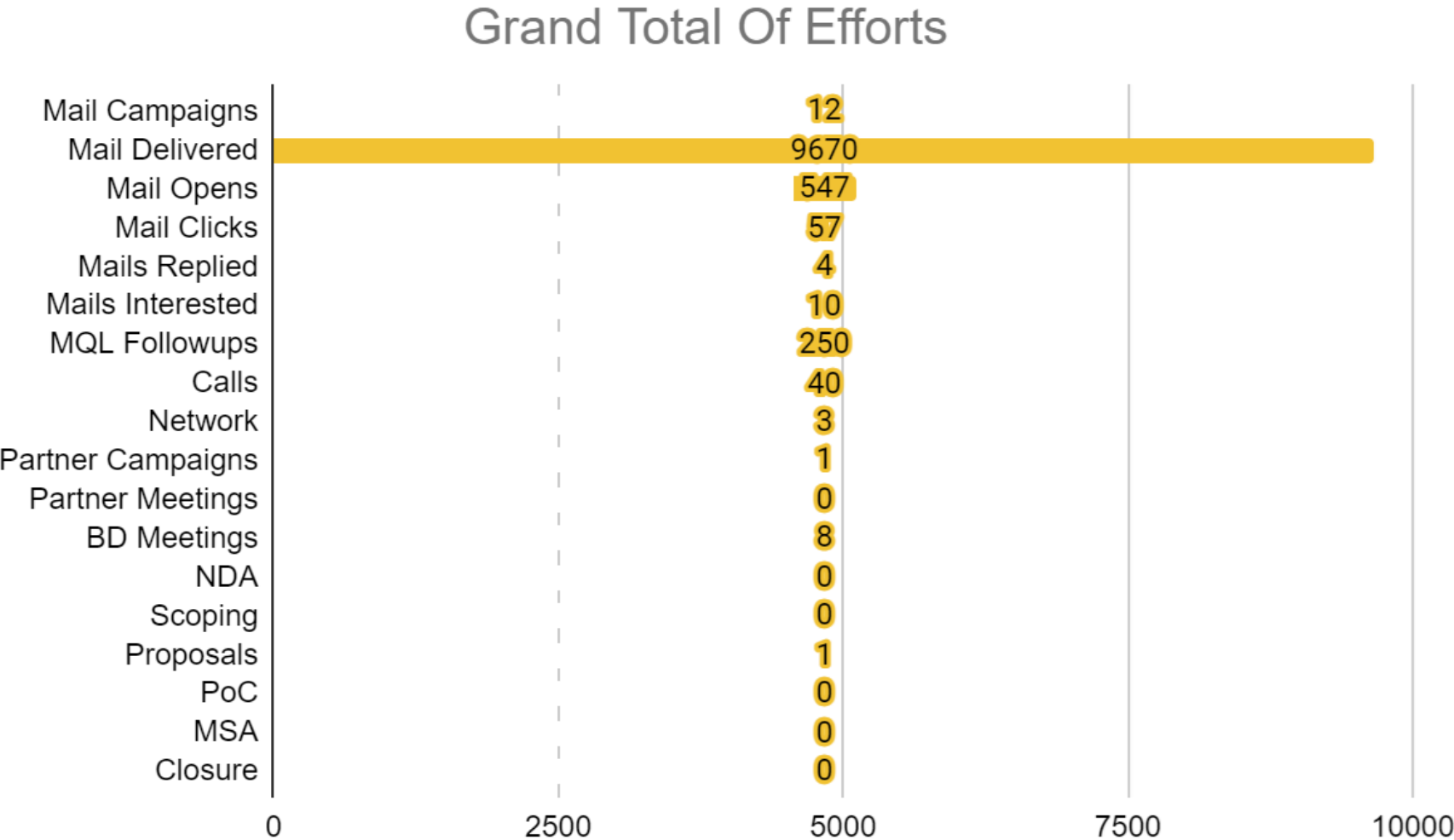
Hubspot CRM (Included)

Complete CRM solution with automation, pipeline tracking, and reporting dashboards

+ Add view (2/5) All views		
Activity D... Close Date Advanced filters (0)		
PRESENTATION SC... 1	POC PROPOSAL 1	DECISION MAKER
Jumbo Group - New Deal Amount: \$150,000 Close date: 05/31/2024	Jumbo Group - New Deal Amount: \$150,000 Close date: 05/31/2024	Abela & Co - New Deal Amount: \$150,000 Close date: 05/31/2024
No activity for 2 months ! No activity scheduled	No activity for 2 months ! No activity scheduled	No activity for 2 months ! No activity scheduled
Total: \$150,000 Weighted: \$90,000	Total: \$150,000 Weighted: \$60,000	Total: \$150,000 Weighted: \$60,000

Weekly Reviews & Governance

Transparent reporting on campaign performance, leads, and pipeline progress



Investment

Service Package

- Monthly Retainer
- Sales Commission
- All software licenses
- Hubspot CRM - Starter

Deliverables

- 15-20 meeting-ready leads monthly
- 4-5 qualified meetings monthly
- Weekly governance calls
- India calling included



Let's Accelerate Your Sales

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