



NEUCENT TECHNOLOGIES
- Think Digital

Neucent Technologies Private Limited

About NEUCENT TECHNOLOGIES:

Established in 2021 Neucent Technologies Pvt. Ltd. Leading Provider of Mobile and Web Development Solutions Specializing in Native & Cross-Platform Technologies, AWS, Blockchain, AI/ML, and lot Innovation.

Awesome Things About Neucent Technologies

Neucent Technologies is an India based company founded by a group of technologist. We develop and maintain web/mobile based business solutions for our customers. We are technology focused people and believe in customer satisfaction by delivering quality solutions.

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Key points about the "Grow, Solve, Optimize" principle:

Growth Focus:

The initial stage is dedicated to actively acquiring new customers, expanding market share, and increasing overall business volume.

Problem Identification:

Once growth is established, the focus shifts to identifying existing inefficiencies, bottlenecks, or areas where improvements can be made within the operations.

Solution Implementation:

"Solve" involves developing and implementing solutions to address the identified problems, which could include process changes, technological upgrades, or organizational adjustments.

Continuous Improvement:

"Optimize" entails ongoing monitoring and refinement of processes to ensure maximum efficiency and effectiveness, often utilizing data analysis to identify further areas for improvement.

 Marketing	 Sales
 Increases Recall Value	 Increases Revenue
 Supports The Sales function	 Help In Sales
 Strategy & Unique Strength	 Balance Sheet Top line

OUR SERVICES:

SERVICES

Development

Business Promotions

Trainings and Basic Operations

Development

Development of applications and websites.

Web Development

App Development

Software Development

Business Promotions

Digital solutions for better optimization and business growth.

SEO / SMO

Digital Marketing

Social Media Marketing

Trainings & Basic Operations

We provide Industrial Trainings on live projects.

IT Trainings

Data Entry

Pamphlets & Brochures

To easily grow an IT services startup.

focus on identifying a niche market,
building strong customer relationships through excellent service,
leveraging your network for referrals,
actively seeking partnerships with complementary businesses, and
constantly refining your service offerings based on client feedback;
prioritize building a skilled team and maintaining a flexible approach to adapt to changing market demands.

Key strategies to implement:

Define a clear value proposition:

Highlight what sets your IT services apart from competitors and communicate this clearly to potential clients.

Target a specific niche:

Focus on serving a particular industry or type of client with specialized needs to establish expertise.

Build a strong online presence:

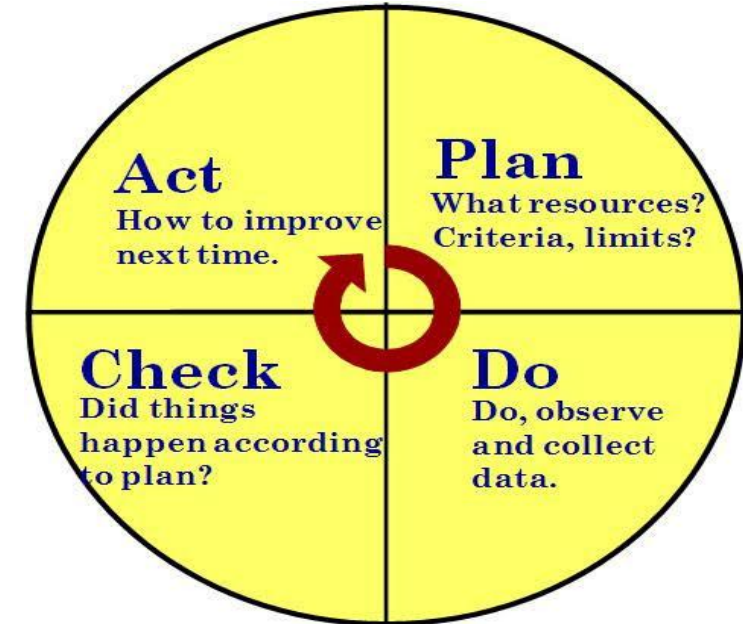
Create a professional website, utilize social Media

The major industries we serve with our high quality service range are:

IT services companies in India primarily serve a wide range of industries including healthcare, finance, retail, education, logistics, manufacturing, telecommunications, and media by providing consulting, software development, and outsourcing services across these sectors

Simple Ways to Reach out to Your Customers:

- Know your audience
- Provide consistent customer experience
- Invest in Content Marketing
- Take advantage of customers' testimonials
- Set up a referral program
- Stay connected via newsletter
- Listen to your customers' feedback
- Demonstrate your products or services



Types of marketing:

- Niche Marketing
- Trade Show Marketing
- Social Media Marketing
- Freebie Marketing
- Under Cover Marketing
- Outbound Marketing & Inbound Marketing
- Cross Promotion



Outbound Marketing & Inbound Marketing:

Outbound Marketing



Telemarketing



TV Commercial



Letter



Radio Commercial

Inbound Marketing



Blogging



Email



Social Media



SEO

Sales

HOW TO SALE A PRODUCT ?

3 STEP FORMULA



**Consider yourself a
Consultant not a Seller**

3 Steps Process

**Examination
Diagnose
Treatment**

Selling out of sequence kills the sales

**Focus on Relationship not
the Sales**

3 STEPS PROCESS

If you focus on sales you will loose both

Q:How do you build a High Quality Relationship ?

A: Listening,Listening Builds Trust

Customer Wants Relationship before anything

Ask Questions ?

Pause Before Replying

**Selling Takes Place with the words
But buying take place in the silence**

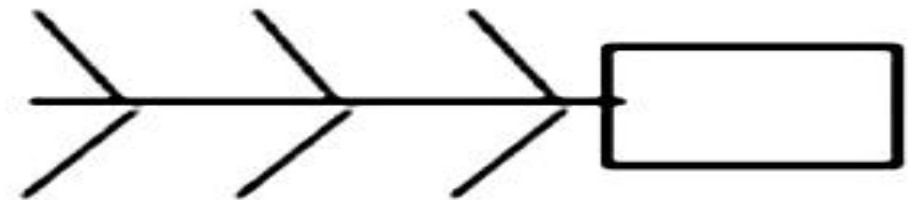
If You Want To Boost Sales....

- Focus on the existing customers
- Learn about competitors
- Innovation and unique products
- Cultivate value
- Build a customer service approach
- Customer relations
- Promotion
- Marketing



HOW TO GET CLIENTS:

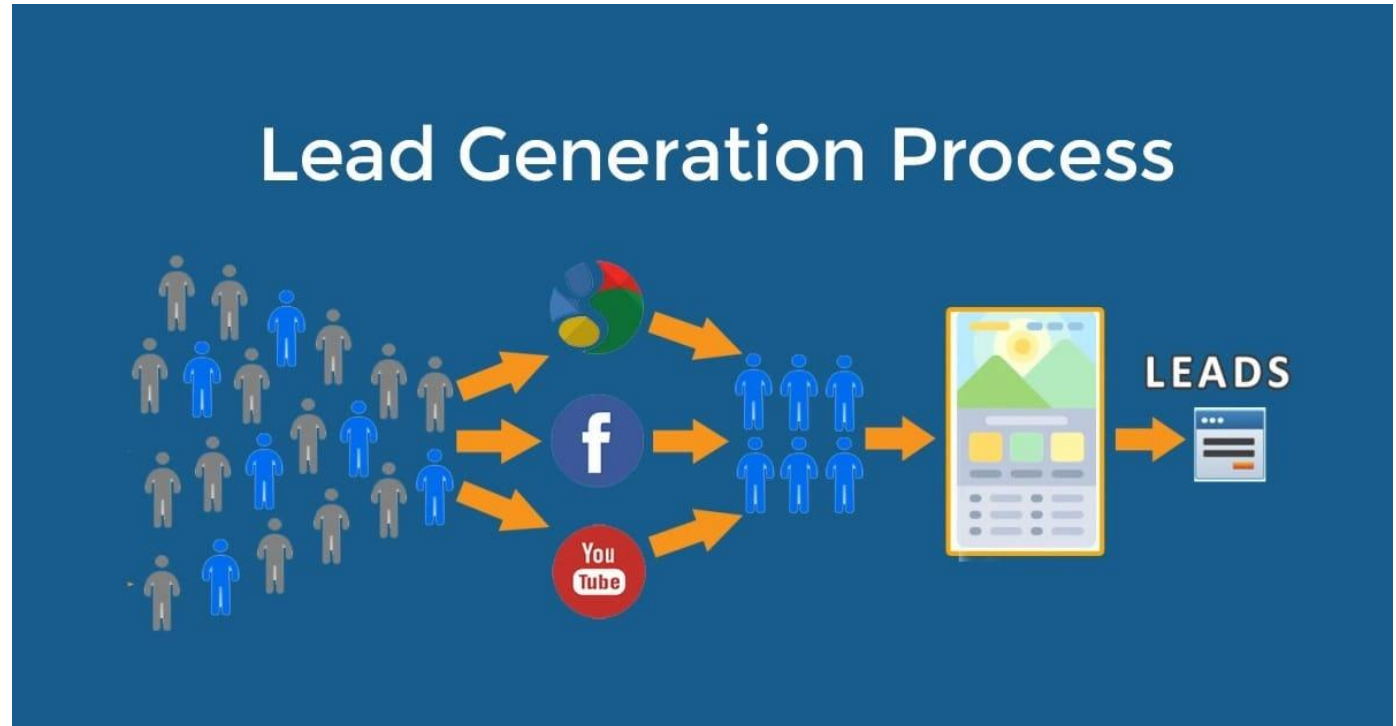
- Find clients through your workplace.
- Find clients through business organizations.
- Tell friends and family you'd like more clients.
- Advertise for clients.
- Get clients through your personal activities.
- Get clients through referrals.
- Get clients through social media.



Fishbone Diagram

Online Lead Generation Techniques that Works:

- Search Engine Optimization
- Pay Per Click Advertisement
- Lead Generation Website
- Online Networking
- Webinars
- Industry Research Reports
- Online Marketing Videos



CERTIFICATIONS

Be Assure

- **With the assistance of our well equipped infrastructural unit and quality management system, we have earned certifications from different organizations at international level.**