

B2B Sales & Growth Remote Internship

Developing a Strategic Sales Growth Framework to Strengthen pepagōra's B2B Ecosystem

Presented By

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Team 3

Why Strategic B2B Sales Growth Matters

- B2B sales are built on long-term relationships, not one-time transactions
- A structured strategy helps attract the right clients instead of chasing every lead
- Clear onboarding improves early success and reduces drop-offs
- Continuous engagement builds trust and increases client lifetime value
- Strategic sales alignment drives predictable and scalable business growth



Internship Goal

Objectives



- Strengthen Pepagora's B2B lead Conversion, client onboarding, engagement, and retention
- Translate research and analysis into actionable business strategies
- Develop skills in structured prospecting, pipeline design, and strategic planning

Focus Areas

- Identifying high-fit product-based B2B clients
- Developing practical use cases aligned with platform value
- Analysing retention strategies from leading B2B marketplaces
- Designing a structured sales pipeline for client conversion
- Synthesising insights into a Strategic Sales Growth Framework



Our 4 Week-wise Journey Overview

WEEK-1

Client Research & Identification

- Identified 20 verified product-based B2B companies
- Analysed business fit with Pepagora's marketplace model

WEEK-2

Use Cases & Retention Strategy

- Developed use cases for selected 5 companies
- Studied retention practices of leading B2B platforms (e.g. IndiaMART, Alibaba, TradeIndia)

WEEK-3

Competitor Benchmarking & Sales Pipeline

- Compared sales pipelines of major B2B marketplaces
- Designed a structured sales pipeline for Pepagora

WEEK-4

Strategic Framework & Presentation

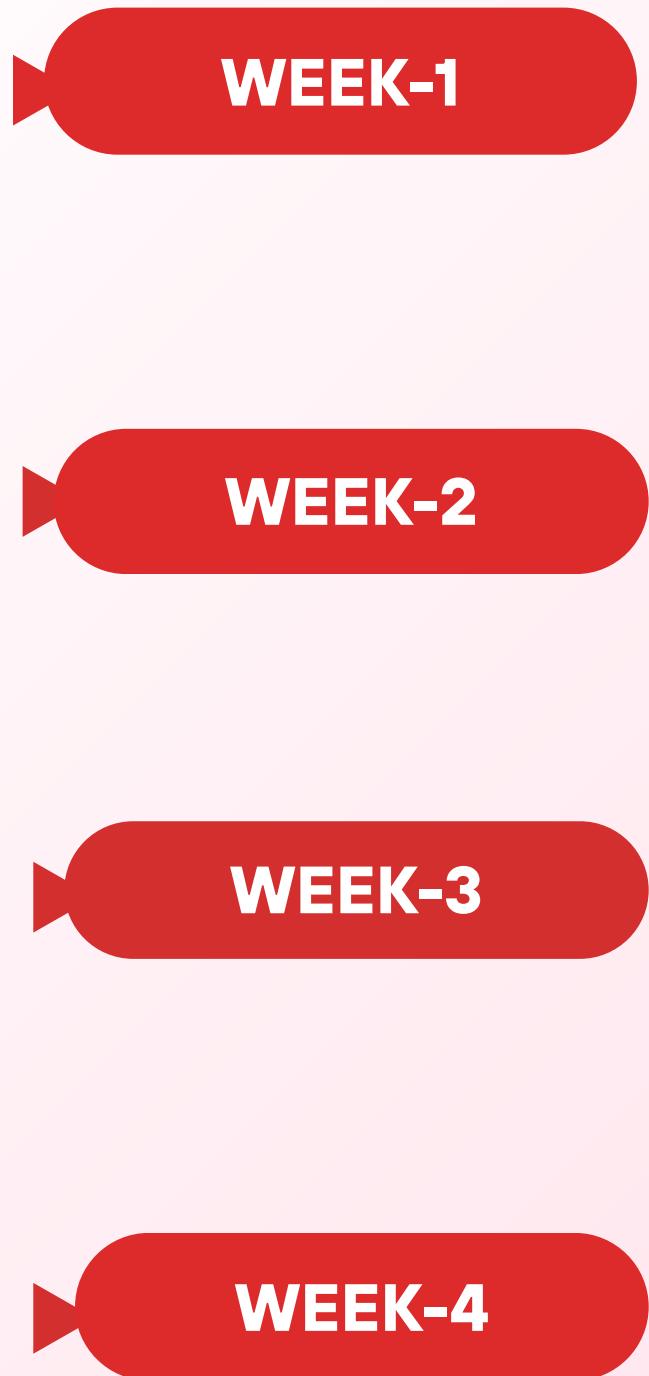
- Synthesised insights into a sales growth framework
- Presented recommendations for acquisition, engagement and retention

01

02

03

04



Selected 5 key Client-Inspired Adaptations for Pepagora

We identified key client strategies and mapped how Pepagora can adapt their successful approaches to drive platform growth and SME engagement.

Vardhman Textiles (Textile & Yarn Manufacturing) : Centralized digital catalogue & automated enquiries → faster B2B leads

MacroFab (Electronics Manufacturing & PCB Assembly) : Targeted campaigns & RFQ automation → higher qualified leads & faster conversions

Agthia Group PJSC (FMCG Manufacturing & Distribution) : Global supplier diversification & AI procurement → operational efficiency & cost reduction

Gokaldas Exports (Apparel Manufacturing / OEM) : Verified listings & SME buyer access → expanded reach & stable order pipeline

Tectura International (Manufacturing & Industrial Solutions / IT Consulting) : Verified partner network & business-matching → improved visibility & diversified revenue



B2B Best Practices Pepagora Can Leverage



IndiaMART

- Tiered memberships & verified badges → build trust, simplify upgrades
- Feedback loops & TrustSeal → performance tracking & credibility
- CRM automation → native lead follow-ups
- Guided onboarding → 7-step onboarding with progress tracking

Alibaba

- High-trust membership tiers (Gold/Platinum) → credibility & retention
- Performance-driven feedback dashboards → actionable seller insights
- Automated CRM & alerts → faster buyer-seller communication
- Structured onboarding journey with AI → faster first-lead generation



TradelIndia

- Zero-fake inquiry guarantee → higher lead quality
- Embedded CRM/ERP → manage inquiries & quotes in-platform
- Seller success score → incentivize quality & engagement
- Micro-learning onboarding → scalable, gamified learning for MSMEs
- AI-driven targeting → dominate high-value micro-categories



Competitor Benchmarking Insights

What we analysed:

To strengthen Pepagora's B2B sales approach, we analysed the sales pipelines, onboarding models, verification systems, and retention practices of leading B2B marketplaces such as IndiaMART, Alibaba, and TradeIndia.

01

IndiaMART

- High lead volume through verified supplier listings
- Subscription-based model improves seller seriousness
- Strong follow-up and sales support improves conversions

02

Alibaba

- Robust trust mechanisms (Verified Supplier, ratings)
- AI-driven buyer-seller matching improves lead quality
- Performance-based visibility rewards active sellers

03

TradeIndia

- Simple onboarding suited for SMEs
- Catalogue-focused listings improve product discovery
- Regular engagement prompts keep sellers active

04

Key Improvement Direction for pepagora

- Combine strong verification with guided onboarding
- Focus on lead quality, not just volume
- Build trust-driven engagement to retain sellers



Pepagora Strategic Sales Growth Framework



Refined Pepagora Sales Pipeline Model



Client Engagement & Retention Recommendations

Key Recommendations for pepagora

- Strengthen verification processes to enhance lead quality.
- Offer guided onboarding to minimise seller confusion.
- Introduce trust badges and visibility tiers for better credibility.
- Establish structured follow-up cycles to improve retention rates.
- Enhance catalogue support to elevate seller performance.



How Trust Drives B2B Sales Growth:

Trust is essential to building confidence, it speeds up decision-making, and strengthens long-term engagement. Verified profiles, clear processes, and consistent communication help SMEs feel assured about joining and staying active.



Here's the game plan: Seal the Deal → Spread the Word → Show and Tell → Get on the List → Go Live!



Our Internship Takeaways:

- The importance of structured pipelines in B2B growth
- How competitor benchmarking reveals practical strategies
- The value of clarity, qualification, and guided onboarding
- Stronger understanding of SME needs and marketplace dynamics
- Improved skills in research, analysis, and strategic thinking

Our Learning Outcomes Through Internship

We gained valuable learnings and professional growth during this internship, building practical experience, strategic insights, and skills through hands-on B2B market analysis.

- Gained in-depth exposure to B2B marketplace dynamics and SME-buyer connections
- Developed analytical skills via competitor benchmarking and pricing/onboarding analysis
- Learned to design & evaluate sales pipelines and optimize lead conversion
- Acquired practical knowledge of lead qualification & routing
- Improved understanding of SME onboarding, verification, and trust-building
- Applied strategic analysis to identify gaps and opportunities
- Recognized importance of structured processes and guided onboarding for long-term success
- Strengthened professional skills in research, reporting, collaboration, and communication



Conclusion

We, Team-3, synthesised client research, use cases, retention insights, and sales pipeline benchmarking into a structured Strategic Sales Growth Framework for Pepagora. Through this internship, we developed a strong understanding of trust-driven B2B engagement, guided onboarding, and structured sales processes that support sustainable growth. This experience enhanced our strategic thinking, analytical abilities, and practical exposure to real-world B2B marketplaces.

We sincerely thank Excelerate for providing this valuable learning opportunity.

**OUR NOTE: TRUST IS THE FOUNDATION
OF SUSTAINABLE B2B SUCCESS.**

Thank You

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Presentation Recording Link:

https://drive.google.com/file/d/101rCw2CNVC06d_W6HVg-_q44mtBMSvh4/view?usp=sharing

