



B2B SALES & GROWTH REMOTE INTERNSHIP

Week-3 Deliverable

pepagra's

COMPETITOR BENCHMARKING & PIPELINE STRATEGY REPORT

Team-3

Prepared By:

Sumaiya Tasnim

Neha Kanake

Subasana Mahanta

CONTENTS

- 1. Introduction**
- 2. Competitor Overview**
- 3. Sales Pipeline Stages Analysis for each platform**
- 4. Sales Pipeline Comparison**
- 5. Key Insights / Best Practices Identified**
- 6. Proposed Pepagora Sales Pipeline Model**
- 7. Qualification Framework for Pepagora (BANT-Based)**
- 8. Rationale for the Proposed Pipeline**
- 9. Conclusion**
- 10. Appendices (References)**

1. Introduction



The Week-3 “**Competitor Benchmarking & Pipeline Mapping**” activity expands the scope of the internship from understanding clients to understanding the broader B2B sales ecosystem in which **Pepagora** operates. After identifying high-potential SMEs in Week-1 and developing practical use cases with retention strategies in Week-2, this phase shifts focus toward analysing how leading B2B marketplaces convert potential businesses into active, long-term clients. The **objective of Week-3** is to study the sales pipelines of established platforms such as **IndiaMART, Alibaba, and TradeIndia**, evaluate how they qualify and nurture leads, and outline a **structured pipeline model that Pepagora can adopt**.

Analysing competitor pipelines is important because successful B2B platforms rely not on persuasive selling but on strong processes, consistency, and qualification discipline. In B2B marketplaces, predictable growth comes from having clear stage; such as lead identification, qualification, engagement, proposal, onboarding, and retention which are supported by criteria like BANT (Budget, Authority, Need, Timeline). Understanding how competitors organise these stages helps reveal best practices in lead verification, outreach sequencing, onboarding assistance, and post-activation engagement. These insights clarify what makes a sales engine efficient, scalable, and aligned with client expectations.

This week connects naturally with the work completed earlier: **Week-1 revealed who Pepagora should target, Week-2 clarified why those businesses would join and stay, and Week-3 now focuses on how Pepagora should guide them through a structured, repeatable sales process**. By benchmarking established players and mapping out a pipeline tailored to **Pepagora's strengths**, this phase lays the foundation for a predictable sales system—one that **reduces drop-offs, improves onboarding quality, enhances CRM accuracy**, and ensures that high-intent leads move smoothly from **interest to activation**.

Overall, Week-3 serves as the strategic bridge between client insights and operational execution by transforming marketplace observations into a clear sales pipeline framework that supports **Pepagora's long-term growth and competitive positioning**.

2. Competitor Overview



tradeindia

To understand how leading B2B marketplaces convert potential businesses into active clients, it is essential to examine the platforms that dominate the industry. This section provides a focused overview of key competitors likewise **IndiaMART**, **Alibaba**, and **TradeIndia** - highlighting their marketplace positioning, sales approach, and onboarding strengths. By studying these platforms, we gain clarity on the standards, expectations, and processes that shape the B2B ecosystem and can extract proven practices that inform Pepagora's own pipeline design. Here begins our analysis on each platform of their competitor overview:

A. IndiaMART B2B Marketplace



The image shows the IndiaMART logo with a large '29' in the center, representing its 29th anniversary. The '29' is composed of various small icons related to business and commerce. Below the number, the text 'Years of EMPOWERING BUSINESSES' is written.

About Us

IndiaMART stands as India's largest online B2B marketplace, serving as the pivotal link between buyers and suppliers. With a steadfast commitment to delivering a comprehensive solution, it caters to the diverse needs of MSMEs, Large Enterprises, and individual users.

Established in 1996, the company's overarching mission is to 'make doing business easy...'

[Read More →](#)

IndiaMART is India's largest B2B online marketplace, connecting millions of buyers and suppliers across product categories. The platform generates revenue mainly from subscription/lead-package offerings and focuses on lead distribution, supplier verification, and phone-driven sales engagement to deliver measurable enquiries to listed sellers.

What We Observed During Research on IndiaMART's Competitors:

1. Lead Qualification [IndiaMART]

How they decide which clients to onboard:

IndiaMART offers **open registration for suppliers** but layers verification and paid packages to prioritise credible, lead-ready suppliers. Verification typically requires business documents (GST, PAN, bank details) and sellers often choose subscription/lead packages that determine lead allocation and visibility. IndiaMART also uses AI/matchmaking to route buyer inquiries to relevant suppliers, prioritising those with complete profiles and paid plans.

[indiamart.com/proddetail/lead-qualification-service-7048383262.html](https://www.indiamart.com/proddetail/lead-qualification-service-7048383262.html)

Bengaluru
Aayuja Technologies India Private Limited
GST-29AAC7A856E1ZF 14 yrs
View Mobile Number
Contact Supplier

Lead Qualification Service
Get Latest Price
Availability In Stock
According to MarketingSherpa's B2B marketing benchmark report, over 61% companies don't have a sales lead qualification team. A well setup lead qualification program has several critical business benefits.
Drives efficiency by better prioritization of leads – qualifying prospects as hot or low-probability or no-buyers
Ensures faster response times – over 90% business buyers are impressed when a company contacts them the same day of them having initiated a conversation. 58% of decision makers react favorably to the first company that responds to them. Lead qualification helps in sales pipeline management and by handling timeconsuming, advanced level work of evaluating prospects
Deliver focused productivity – our team sets up meaningful meetings and appointments for your sales team to close leading to shorter sales cycles and fewer wasted sales hours at your end

B2B lead conversion costs are on continuous rise. A large part of your investments in your sales funnel often goes to waste on unattended leads. Aayuja's opportunity qualification services can make sure you get the best return for each dollar spent on generating and converting leads. How can you grow your team to gain a lions share of the market? Aayuja employs a techsavvy highly qualified insidesales team with expertise in selling technology products across verticals. During the course of our sales lead qualification service our team works as an extension of your sales team. We qualify leads, set up meetings and appointments for your sales team to help you optimize the utilization of your lead pipeline. We add value to your sales efforts by conducting research, helping in leadgeneration; opportunity qualification, and setting up nextlevel calls. The edge your business gets would be obvious to your sales executives who would see the additional value we bring in as our teams, quickly wrap up the smaller but the essential tyingup that your best sales folks wouldn't have the time for, and rightly shouldn't be involved in. Our lead qualification services in action With the advent of cloudbased computing and SaaS offerings, the hightech industry has evolved to adapt resourcereoriented sales models like MRR (Monthly Recurring Revenue) and payasyougo. This puts added pressure on your sales team to close deals. One of our clients, a leading Infrastructure-as-a-Service (IaaS) provider had a large number of inbound leads being generated as a result of marketing efforts. However they were not getting followed up leading to sub optimal closures. Our team was able to qualify over 600 hot leads within the first year of partnership leading to enhanced overall sales productivity and revenue for the client. Don't waste your time chasing deadend leads. - See more at:

Activate Windows
Go to Settings to activate Windows.

Get Latest Price

2. Sales Outreach [IndiaMART]

Channels used (calls, emails, local reps, chat):

The platform's commercial model is **strongly phone-driven** — IndiaMART historically uses an active outbound sales force (BD executives) to sell subscription packages and lead products. Outreach includes phone calls, emails, branch/regional sales visits, and in-platform communications; IndiaMART also uses **virtual/trackable phone numbers** to manage and route buyer-seller calls.

[scribd.com/document/344433217/mma-2013-551?utm_source=chatgpt.com](https://www.scribd.com/document/344433217/mma-2013-551?utm_source=chatgpt.com)

IndiaMART is India's largest online business marketplace connecting suppliers and buyers. To improve business leads, IndiaMART implemented a mobile management system using virtual mobile num.. Full description
Uploaded by Manmehu.Soni
AI-enhanced title and description
Download Save Share 0%
0% Print Embed Ask AI Report

Results
The solution surpassed expectations. The current number of virtual mobile numbers is 36,120, and they're projected to hit 50,000 by the end of the year
Today, the system receives an average of 20,000 calls a day and generates a daily 11,000 sales leads. Its monthly successful conversation count is now 400,000.

Period	Average calls per day	Success rate of conversion	Number of Virtual Mobile Numbers
Sep 2012 to Jun 2012	560	45%	7,100
Jul 2012 to Sep 2012	1,139	71%	7,100
Oct 2012 to Dec 2012	3,092	71%	7,100
Jan 2013 to Mar 2013	2,897	75%	7,100
Apr 2013 to Jun 2013	19,796	75%	36,120

Studies have revealed that more than 85 percent of small to medium enterprises in India prefer IndiaMART over competitors. It has a 60 percent market share in India. The portal gets three million unique visitors per month and 25 million page views per month.

IndiaMART generates 800,000 business enquiries a month, out of which the mobile phone system of virtual numbers handles a significant portion.

Source
"Mobile Lead Generation and Management System." 2013 MMA SmarTech Submission Lead Generation, Direct Response, Conversion, Brand: IndiaMART, Lead Agency: One97 Communications Ltd.

19PC Clear

3. Sales Team Structure [IndiaMART]

Centralised or regional?

IndiaMART operates a **largely regional/branch-based** sales structure with local Business

Development teams and regional managers who recruit and manage field sales executives. Job listings and regional manager descriptions reflect a multi-branch P&L responsibility model, indicating decentralised execution with central product/pricing policies.

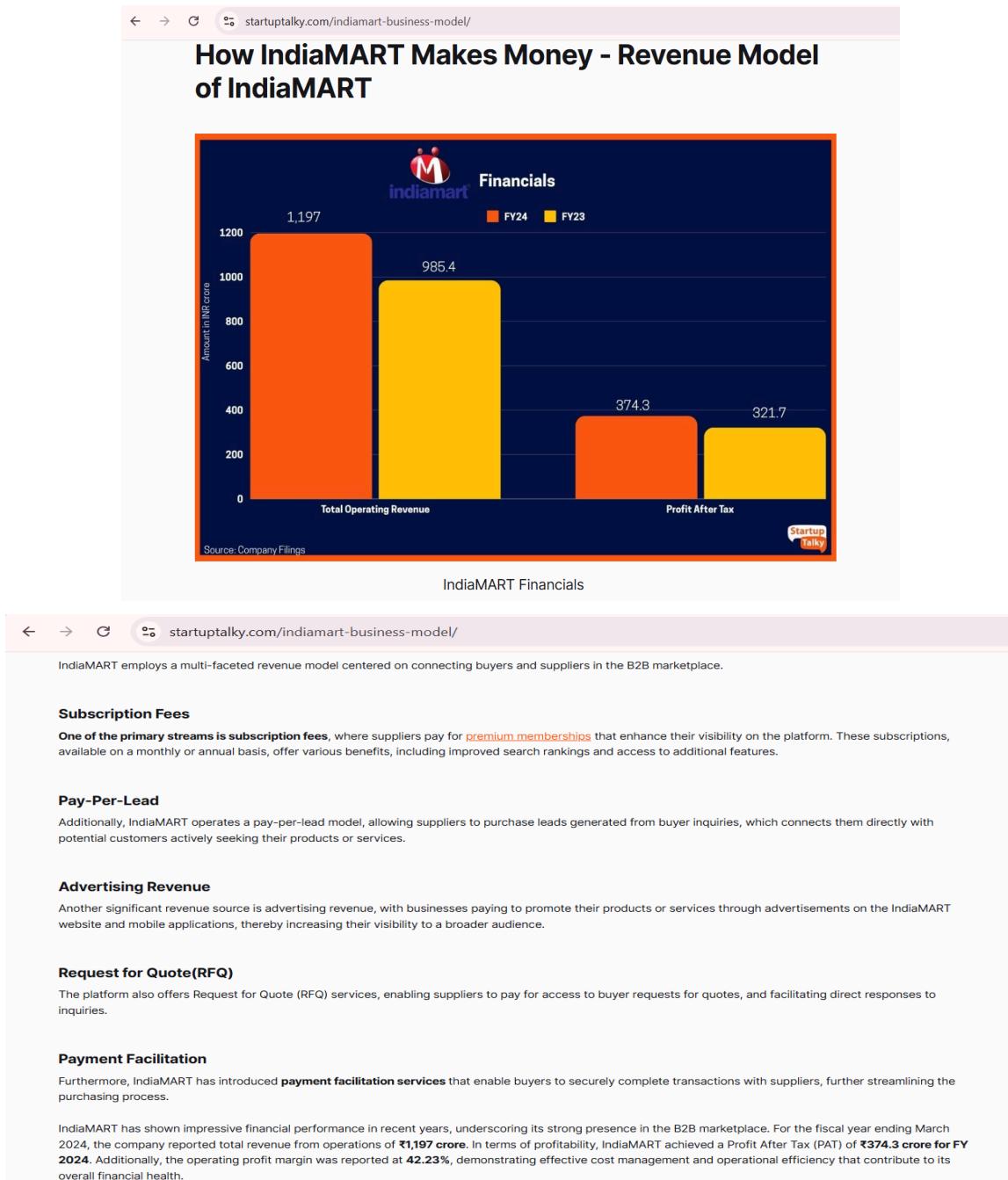
The screenshot shows a job listing for a Regional Manager at IndiaMART. The job requires 3-10 years of experience and an Any graduation, and MBA/PGDM. The responsibilities include monitoring sales figures, setting up teams, and ensuring adherence to sales processes. The job is located in Bengaluru, Karnataka, India, and is listed under Leadership | Field Sales.

4. Incentive Drivers [IndiaMART]

What motivates sales reps to close deals faster?

Sales roles at IndiaMART are target-driven and typically combine base pay with performance incentives or commissions. Employee reviews and job descriptions suggest incentives vary by role and branch, and IndiaMART's **commercial offerings** (measurable lead packages) make it straightforward to tie **sales targets and bonuses to subscription/lead revenue**. Public reviews indicate incentives are an important motivating factor, though specifics vary by region and level.

The screenshot shows a Glassdoor review page for IndiaMART's incentive structure. The page displays a 3.9 rating based on 26 total reviews. A testimonial from Dinesh Agarwal states: "In one interview, I was asked how I manage stress as a woman. The second I heard it, my stomach dropped..." Another review from an Editor says: "I have never seen anyone say, 'You're overqualified - why would you want this job?'" The page also includes sections for ratings by category and a sidebar for resume upload and company information.



5. Onboarding Model [IndiaMART]

Do they guide the business in listing products?

IndiaMART provides step-by-step seller registration and listing guidance (dashboard, document upload, product listing tools). Paid packages often include onboarding support and assistance to improve catalogue quality and response rates. Additional value-adds (webpage creation, profile optimisation) are promoted to help sellers convert inbound enquiries into transactions.

<http://wareiq.com/resources/blogs/indiamart-seller/>

WareIQ Services Platform Network Industries Resources

How to Become an IndiaMART Seller: Simple and Easy to Follow Guide

IndiaMART registration is free and can be completed in just a few steps. Below is an easy guide to help you become an IndiaMART seller in minutes.

Step 1: Visit the IndiaMART seller portal. Once you reach the website, you will see the free registration/sign-in option. Enter your phone number and click on "start selling". However, ensuring that the number you enter is linked with the company registration is necessary.

Step 2: You will receive an OTP on your mobile number. Enter the OTP in the required space.

Step 3: Add your business details, like your name, business name, or company name, and email. Now, click on "verify email". Once you do so, you will receive a verification link in your email. Open your email and click on the link to verify. You can also verify your email later.

Step 4: Add your products. You must mention the product category you would like to sell. You can add two or more products and their images and click "continue".

Step 5: Enter the business address. Fill in the PIN code, city, and state, then click "continue".

Step 6: Next, you need to add your GST number. If you don't have a GST number, select other options from the list and click "Start Selling".

Your account has now been created, and your profile is complete. You will now be redirected to any IndiaMART seller dashboard where you can add more products. You can access the IndiaMART dashboard through the seller portal on your desktop or laptop or use the IndiaMART Seller Login on the IndiaMART app.

Note: It can take seven days for your products to appear in the listing.

How to Sell on IndiaMART?

To start selling on IndiaMART, you can simply log into your IndiaMART Seller Account with your number and OTP and follow the steps below:

Step 1: On the left side of the page, click on products.

Step 2: Enter product details like the detailed description, name, dimensions, etc.

Step 3: Upload high-quality product images. If possible, you can also upload product videos.

Step 4: Review the listing and click on Finish to complete.

Your products will now be added. To achieve the best results, make sure to check the dashboard to check new enquiries and orders.

How to Get More Sales on IndiaMART Seller Account?

To scale your business, you can opt for the premium services IndiaMART provides to its sellers. The free listings are sufficient to get sales; however, to boost your visibility significantly, premium services are what you need. Below is the list of some of the premium services that can help you to maximise your profits and get more sales:

- Get the Star Supplier Package: This paid package enhances your prominence on the website. It will increase your visibility, leading to more enquiries and orders.
- Get TRUSTSEAL Verification: A third-party verification that adds a badge to your profile. The badge creates confidence in retailers and customers when they come across your products.
- Get Maximiser Service: This service by IndiaMART provides a personal domain to businesses that offer a professional online identity. Companies can get 360° visibility and attract new buyers.
- Get IndiaMART Mini Dynamic Catalogue (MDC) service: This enables IndiaMART sellers to construct an online catalogue. It allows vendors to showcase their products in an eye-catching and dynamic way that is more appealing to customers.
- Get IndiaMART Verified Exporter Service: This service gives businesses exclusive access to international leads. Verified exporters are also given a special badge on profiles that reflect their identity and reliability to global buyers.

Also check – [How to Sell on Blinkit](#) and [How to become meesho seller](#)

[CONTACT US](#)

Overall, IndiaMART demonstrates a sales engine built on **high-volume lead distribution, aggressive outreach, and structured follow-up cycles**. Its regional sales model, verification layers, and subscription-driven incentives create a predictable flow of qualified suppliers who are motivated to stay active due to measurable enquiry delivery. From the observations, IndiaMART's strength lies not only in its marketplace scale but in its disciplined process—consistent qualification, phone-led engagement, and guided onboarding. These elements make the platform efficient at moving leads quickly from discovery to activation, offering valuable insights for shaping Pepagora's own pipeline strategy.

B. Alibaba B2B Marketplace



Alibaba is a global B2B marketplace that connects international buyers with verified manufacturers, wholesalers, and suppliers, offering millions of products across categories like electronics, fashion, machinery, packaging, and more. It helps businesses source products in bulk at factory prices, provides safety features like Trade Assurance for secure payment and delivery protection, and supports customization through OEM/ODM services. The platform also uses AI-based matching to connect buyers with the right suppliers, making global sourcing faster, safer, and more efficient.

What We Observed During Research on Alibaba

1. Lead Qualification [Alibaba]

Lead qualification on Alibaba involves filtering and evaluating buyer inquiries to ensure they are genuine, relevant, and high-potential for suppliers. The platform checks factors like buyer profile completeness, purchasing history, budget clarity, product specifications, and RFQ details to determine seriousness. It also analyzes buyer activity such as repeated searches, saved products, and engagement with suppliers to score the lead quality. Verified buyers or those with clear requirements are prioritized and routed to suitable suppliers. This process helps reduce spam, ensures real business intent, and improves conversion for suppliers.

The screenshot shows the Alibaba.com RFQ (Request for Quotation) interface. At the top, there's a search bar and navigation links for 'All categories', 'Featured selections', 'Order protections', 'Buyer Central', 'Help Center', 'App & extension', and 'Become a supplier'. The main header says 'Request for Quotation' and 'Get quotes for your custom request'. Below this, there's a section titled 'Tell us what you need' with a file upload input and a note: 'Upload an image, file, or enter keywords. For example, "100 bear toys, refer to the uploaded design."'. There's also a button 'Easily generate an RFQ with AI'. To the right, there are four customization options: 'Design customization' (with a person icon), 'Logo customization' (with a t-shirt icon), 'Bundling customization' (with a smartphone icon), and 'Packaging customization' (with a coffee cup icon). Below these, there's a section titled 'Post an RFQ for selected products and receive quotes in seconds' with six product categories: '6090 mini cnc router' (1,874 suppliers), 'Scrap copper wire for sale' (1,624 suppliers), 'New Men's and Women's Same Style Couple Shoes' (1,600 suppliers), 'Hair care capsules' (1,337 suppliers), 'Mini printer Mini Label Printer Thermal Printer...' (1,799 suppliers), and 'Sauna heater' (1,621 suppliers). Each category has a 'Get instant quotes' button. On the far right, there's a link 'Activate Windows Go to Settings to activate Windows.'

2. Sales outreach [Alibaba]

Alibaba's sales outreach focuses on helping suppliers increase visibility and convert more buyers by using multiple communication channels. Suppliers use in-platform chat, inquiry replies, RFQs, and quick response tools to reach potential buyers. Alibaba also supports outreach through AI-based product recommendations, targeted ads, email alerts, and buyer-seller matching to push suppliers' products to the right audience. Sales teams from Alibaba often guide suppliers on optimizing listings, boosting ads, and improving response rates.

to attract more leads. Overall, the outreach system is designed to connect suppliers quickly with high-intent buyers and increase conversions.

The screenshot shows the Alibaba.com Seller Central dashboard. On the left, there's a 'Marketing' section with 'Campaign Data' and 'Regular Marketing' tables. The main area features a 'Increase awareness and sales with marketing tools' section with links for 'Product showcases', 'Keyword Advertising', 'Request for Quotation (RFQ)', and 'Shtewide promotions'. A red box highlights a message: '10 years...that's a long time!' above a product listing for 'Wholesale China baby wahsler organic cotton baby hooded towel with embroidered logo,kids' bath robe'. The product page includes a large image of two babies in towels, price information (\$5.10-\$3.80), and a 'Contact Supplier' button. To the right, a sidebar shows 'Trade Assurance' details for 'Nantong Alt Full Textile Co., Ltd.' and a 'Our Product Range' section with categories like Beach Towel, Bath Towels, Face towel, Hand Towels, and Hotel towel.

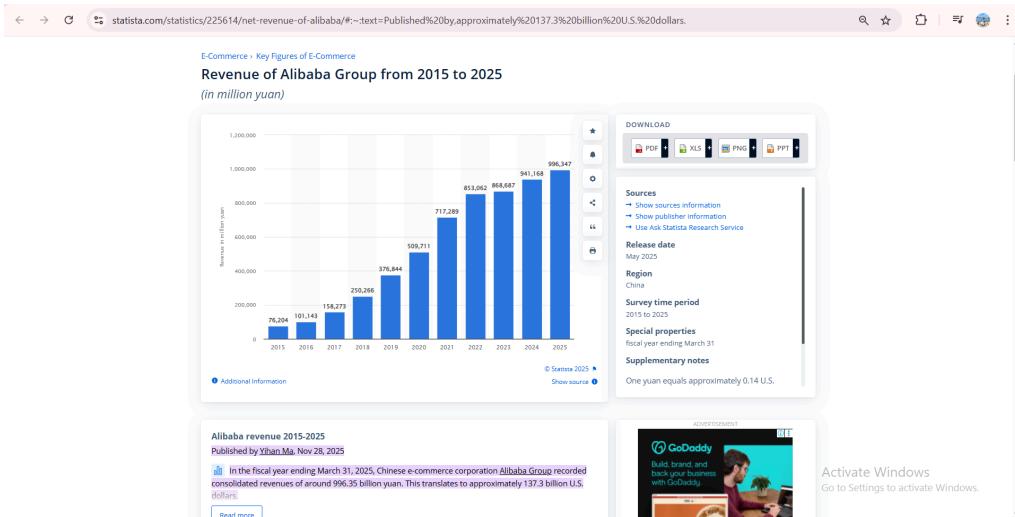
3. Sales Team Structure [Alibaba]

Alibaba's sales team structure is built around specialized roles that support supplier onboarding, product visibility, and lead conversion. The team typically includes Business Development Executives who acquire and onboard new suppliers, Account Managers who maintain relationships and help suppliers optimize their listings, Customer Success Specialists who assist with training and platform usage, and Ad/Marketing Consultants who guide suppliers on using paid promotions like Boost Ads. A separate Technical Support and Compliance Team ensures smooth operations and verification. Together, these teams work to increase supplier performance, improve response rates, and maximize sales conversions across the platform.

4. Incentive Drivers [Alibaba]

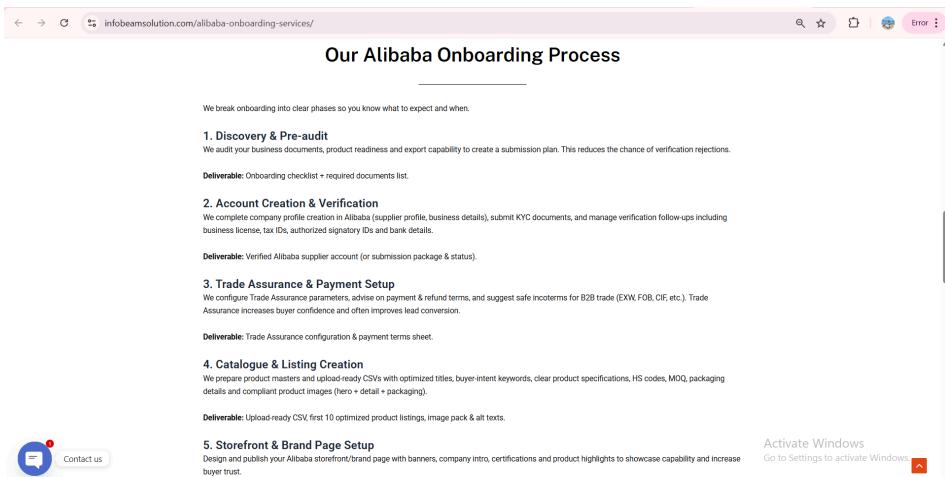
Alibaba's incentive drivers focus on motivating suppliers to stay active, responsive, and high-performing on the platform. Suppliers earn better visibility and more qualified leads when

they maintain high response rates, update product catalogs regularly, and deliver strong buyer satisfaction. Incentives also increase when suppliers invest in paid tools like Boost Ads or Verified Supplier badges, which unlock priority placement in search results. Performance metrics such as on-time delivery, product quality, positive reviews, and efficient communication further strengthen a supplier's ranking. Overall, Alibaba rewards consistency, investment, and buyer-centric service with higher traffic, more inquiries, and stronger sales opportunities.



5. Onboarding model [Alibaba]

Alibaba's onboarding model is designed to help new suppliers quickly set up, verify, and optimize their presence on the platform. The process begins with easy online registration followed by company verification to ensure authenticity. Once verified, suppliers are guided through creating a high-quality storefront, adding detailed product listings, and setting up trade assurance options. Alibaba's onboarding specialists and in-platform tutorials help suppliers understand RFQs, inquiry handling, and advertising tools. New suppliers receive support to improve listing quality, response speed, and product keywords so they can start generating leads faster. The model ensures that suppliers become platform-ready, discoverable, and capable of converting buyers from day one.



6. RFQ & Lead Handling Setup
We configure automated inquiry responses, buyer qualification criteria and a lead routing workflow so high-intent RFQs are prioritized and converted quickly.

Deliverable: RFQ templates, SLA matrix and lead funnel setup.

7. Logistics & Export Readiness
Coordinate with freight forwarders, finalize HS codes, prepare commercial invoices and packing lists, and recommend IOR (Importer of Record) process where needed.

Deliverable: Logistics checklist, forwarder recommendations, export documentation templates.

8. Go-live QA & First-Order Support
Before promoting listings, we run a QA checklist – listing accuracy, image rendering, Trade Assurance visibility and sample orders (if required). We also support the first order end-to-end to ensure smooth fulfillment.

Deliverable: Go-live QA report, first-order support & reconciliation.

Why Infobeam? (partner advantage)

- Official Alibaba Channel Partner in India**
Partner workflows and priority support channels reduce rework.
- End-to-end export experience**
Alibaba onboarding plus logistics/HS code/export documentation support.
- B2B playbook**
Templates and SLA-driven lead handling designed to convert buyer RFQs into purchase orders.
- Local legal & tax awareness**
Assistance with common Indian export documentation and compliance.

Activate Windows
Go to Settings to activate Window

C. TradeIndia B2B Marketplace

Making Indian MSMEs Digitally Saksham

We are one of India's largest and oldest B2B e-commerce platforms that connects buyers and suppliers to create a customer-driven value chain for all businesses, including SMEs, large enterprises, and individuals.

We integrate businesses into global value chains by bringing them together from across the world, on a single platform to interact and conduct the business smoothly, securely, and effectively.

TradeIndia is a longstanding Indian B2B online marketplace established in 1996. It connects buyers with suppliers across various products and services. The platform mainly helps small and medium enterprises (SMEs) by providing visibility online, promoting their businesses, and generating leads. TradeIndia makes money primarily through subscriptions, offering different membership plans and additional services that help sellers improve their online catalogues, branding, and access to leads.

What We Observed During Research on TradeIndia

1. Lead Qualification [TradeIndia]

How they decide which clients to onboard:

TradeIndia allows businesses to register as sellers and list their products. To enhance trust, it offers a “TradeIndia Verified Seller” badge for those who meet specific standards. This badge shows that the seller is reliable and authentic.

Benefits of being a Verified Seller include: increased trust and credibility, more visibility in search results, attracting more buyer inquiries, higher engagement and chances of closing sales.

Essentially, TradeIndia does not treat all sellers the same, it uses verification to give better visibility and opportunities to those who pass authenticity checks.

The screenshot shows a dashboard with several tabs at the top: Facebook, TradeIndia (selected), IndiaMART, Google Adwords, Google Sheet, Calendly, Exotel, Keila, Beehive, and GreyHR. The main content area has two main sections:

- Automate the Lead Distribution Process:** A diagram shows 'TradeIndia Leads' connecting to 'TrackWick'. It includes options to 'Select Owner' or 'Automatically Distribute Owner'. Below the diagram, text explains: "You can automate the distribution process while mapping the fields during account set-up. Choose a single owner or select the option to distribute them using the round-robin method. You can set up lead distribution conditions based on your business needs to manage how leads are assigned from TrackOlap. The round-robin method ensures leads are evenly distributed across your team, preventing anyone from being overwhelmed while ensuring every lead is attended to." It also lists: "Manage Lead Distribution Condition" and "Automate Distribution via round-robin".
- Close Deal Faster & Do not let your Lead Slips:** Text states: "After successfully integrating and Account setup the TradeIndia account, generated leads will be automatically configured and saved. TrackOlap will then begin extracting and converting data from these generated leads, and each time new leads are received, they will automatically be saved to the previously selected entity. Don't let valuable TradeIndia leads slip through the cracks. It's time to take your sales process to the next level!" It lists: "No Leads miss- zero duplication" and "Close Deals faster & increase Revenue".

2. Sales Outreach [TradeIndia]

Channels Used:

TradeIndia primarily uses digital channels, such as its website, app, and email, to engage with sellers. While the specifics of their outreach are not fully detailed publicly, some patterns are clear- Sellers are encouraged to register, list products, and apply for badges like “TradeIndia Verified Seller” through the website, indicating a strong digital onboarding and self-service component. The emphasis on increased inquiries, credibility, and growth for verified sellers implies ongoing communication from TradeIndia to help them understand and leverage these benefits. Since TradeIndia is both a web-based and app-based platform, the primary way it engages with sellers is through digital channels—specifically, the website, forms, notifications, and emails.

The screenshot shows a news article on openPR. The URL is openpr.com/news/3605400/channel-partnership-between-seo-eagle-services-and-trade-india. The page title is "Channel partnership between SEO Eagle Services and Trade India". The article date is 07-31-2024 05:22 PM CET. It mentions "Advertising, Media Consulting, Marketing Research" and "Press release from: SEO Eagle Services / PR Agency: SEO Eagle Services".

Channel Partnership

Faridabad, Haryana, India - July 18, 2024 - SEO Eagle Services, a renowned Digital Marketing services provider and provides B2B sales solutions, has officially joined forces with Infocom Network Private Limited.(trade india), a well-known online marketplace, to transform business promotion strategies.

This strategic alliance between SEO Eagle Services (<http://seoeagleservices.com/>) and Infocom Network Private Limited. (trade india). (<https://www.tradeindia.com/>) aims to equip businesses with cutting-edge B2B sales strategies. By merging SEO Eagle Services' expertise in B2B sales with Trade India's extensive online platform, businesses can now boost their sales outreach and engage a broader clientele.

The CEO of SEO Eagle Services, who is excited about this partnership, stated, "We are delighted to partner with Trade India to offer exceptional B2B sales solutions. Together, we strive to assist businesses in excelling in the competitive B2B sales landscape."

Comments about openPR:

"OpenPR ist the nicest and most clearly laid out PR platform I have seen to this day. The press releases are displayed very nicely and clearly and without any unnecessary frills. The updates are fast and the finished release looks appealing and is clearly legible. Even with 10 years of experience one discovers new things from time to time. Congratulations!"
Gabriele Ketterl, Director Marketing & PR, Menads

Your Press Release on [Google News](#)

Press Release in [Germany on openPR.de](#)
Go to Settings to activate Windows.

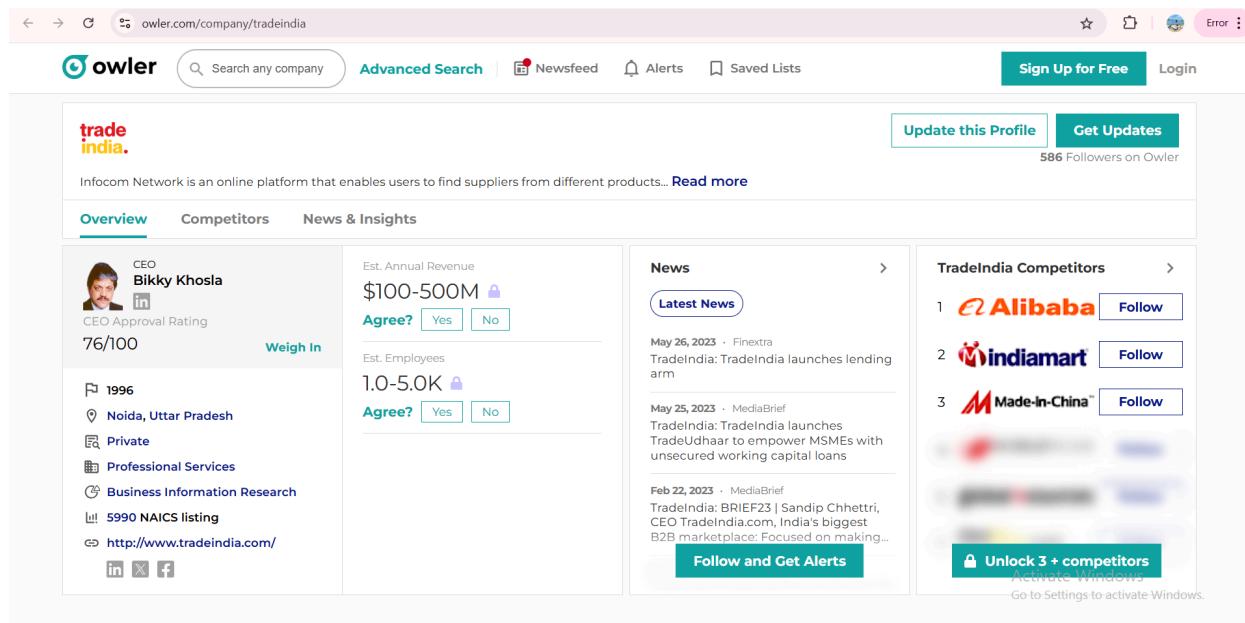
3. Sales Team Structure [TradeIndia]

TradeIndia serves smaller businesses all over India, and they brand themselves as a national trading platform. Even though we don't see their exact internal organisation chart on their public website, we can guess how they operate based on what's standard for big Indian B2B companies: everything Core is centralised. Their main products, services, and membership plans are designed from the centre. One can tell because all the descriptions and plans on the site look standardised and uniform.

Local Focus for Sales: To actually reach and serve all those SMEs in different regions and industries, they probably have local sales teams or regional managers. It's just common sense for a platform this big to have people on the ground, even if they aren't explicitly listed online.

4. Incentives Drive [TradeIndia]

Based on TradeIndia's business model, we have come to know that: The Verified Seller program is framed around seller growth, increased inquiries, and higher engagement. This means that for TradeIndia to make money, its sales team must focus on getting sellers to adopt and benefit from these value-added services. The platform's revenue success is directly tied to the seller's success. TradeIndia helps sellers get more visibility and inquiries, which boosts the platform's revenue based on the sellers' success, without promising specific targets or commissions.



The screenshot shows the Owler company profile for TradeIndia. At the top, there's a navigation bar with links for Advanced Search, Newsfeed, Alerts, Saved Lists, Sign Up for Free, and Login. The main header for TradeIndia includes the company logo, its name, and a follower count of 586. Below the header, there are three tabs: Overview (which is selected), Competitors, and News & Insights. The Overview section features a CEO profile for Bikky Khosla with a photo, a CEO Approval Rating of 76/100, and a 'Weigh In' button. It also displays estimated annual revenue (\$100-500M) and employee counts (1.0-5.0K), each with 'Agree?' buttons. To the right of the CEO section is a 'News' panel showing the latest news articles. The first article is about TradeIndia launching a lending arm. The second is about TradeIndia launching TradeUdhaar to empower MSMEs with unsecured working capital loans. The third is about TradeIndia's BRIEF23 event. Below the news is a 'Follow and Get Alerts' button. To the right of the news is a 'TradeIndia Competitors' section listing Alibaba, Indiamart, and Made-in-China, each with a 'Follow' button. At the bottom right of the page, there's a call-to-action for 'Unlock 3+ competitors' and 'Activate Windows'.

5. Onboarding Model [TradeIndia]

Do They Guide the Business in Listing Products?

TradeIndia clearly pushes its "Verified Seller" program as much as it can. They state upfront that this badge is crucial for sellers to get noticed, build trust with buyers, and attract more inquiries, which indicates TradeIndia's structured way of making a seller look professional.

From TradeIndia's own description:

- The Verified Seller badge is a powerful symbol of credibility that helps sellers "stand out" in a crowded market.
- Verified sellers are promised more & more inquiries, which ultimately means increased engagement and higher sales.

TradeIndia guides sellers toward stronger profiles by offering verification pathways and credibility signals. The goal of this onboarding pathway is to ensure that sellers not only list products but also appear trustworthy and lead-ready to buyers.

The screenshot shows a landing page titled "How to Sell on TradeIndia". It features four main steps arranged in a 2x2 grid:

- Create an Account**: Shows a user icon and a brief description: "Create your free seller account in a few easy steps. Visit [www.tradeindia.com](#) and click on Join Free and fill in your basic details."
- Update Your Company Profile**: Shows a user icon and a brief description: "After registration, update your company details like company name, GST, identity documents and bank details."
- Add Products**: Shows a product icon and a brief description: "List your products, write descriptions, upload attractive images, set a price and reach your prospective buyers instantly."
- Start Selling**: Shows a product icon and a brief description: "Once you become a verified seller on TradeIndia you will start receiving inquiries from genuine buyers."

A vertical sidebar on the right side of the page includes the text "Activate Windows" and "Go to Settings to activate Windows.".

Additional information obtained from TradeIndia's public data:

1. TradeIndia's Marketplace Positioning

TradeIndia doesn't just call itself a marketplace; it acts like a complete digital trade enablement platform for SMEs. Their service page heavily focuses on:

- Creating a digital product catalogue.
- Providing tools to boost a brand's visibility.
- Offering online promotion services.
- Giving users tools to talk to each other (buyer-seller communication).

TradeIndia is fundamentally a visibility and promotion engine designed to help SMEs reach a much wider audience. This entire approach directly supports their "Verified Seller" program, which is all about building trust and bringing in more leads.

2. TradeIndia's focus on Trust and Credibility

TradeIndia constantly emphasises that trust is its core value. They describe the "Verified Seller" badge in powerful terms:

- It's a symbol of reliability and authenticity.
- It helps sellers "stand out" in a very competitive market.
- It's a tool to attract more buyer inquiries.

This tells us their biggest competitive advantage is their trust-building system, which generates more leads and higher sales conversion rates. For Pepagora, this is because When trust signals go up, lead quality and conversion rates follow.

3. The Whole Business is About Initiating Leads

When we looked at TradeIndia's service descriptions, they repeatedly promise things like:

- More & more inquiries.
- Higher engagement.
- Improved conversion rates.

TradeIndia's core commercial value is entirely centred on delivering leads, not just showing a seller's profile. This matters for analysing their business pipeline because:

- Their success is measured by outcomes (the leads they actually deliver).
- Sellers upgrade their memberships because they see measurable results.
- The platform must consistently deliver leads to succeed

4. TradeIndia's Integration of Digital Tools

TradeIndia publicly supports tools like online catalogues, structured product pages, custom branding (headers/logos), and digital communication features.

This shows that their entire process for bringing sellers on board and helping them succeed is digitally structured, not done by hand. This is important because:

- It makes signing up easier and faster for sellers
- It makes all seller profiles look professional and standardised.
- It creates a better buyer experience.
- It allows them to distribute leads easily and scale their business.

Pepagora can definitely learn from adopting similar digital-first onboarding tools.

5. Their Focus is Clearly on Helping SMEs

TradeIndia's message consistently stresses a few key points:

- Helping SMEs grow their business.
- Enabling them to stand out.
- Providing enhanced visibility and supporting higher engagement.

This confirms that their entire strategy is focused on empowering small and medium businesses, which is a major way to win in the Indian B2B market. This may help Pepagora understand:

- ★ The need for simple, SME-friendly onboarding.
- ★ The importance of guided catalogue creation.
- ★ The significant value of trust badges and credibility markers.

Overall, TradeIndia, as an established Indian B2B marketplace, mainly supports SMEs by helping them get visibility, build credibility, and generate steady buyer inquiries. The platform works on a subscription model and gives sellers tools to create professional catalogues and promote their products. A key part of their system is the "Verified Seller" badge, which boosts trust and helps genuine sellers stand out. Most of their engagement happens through digital channels like the website, app, emails, and notifications. Their services are centrally designed, but the platform clearly aims to reach SMEs across the country. Everything TradeIndia offers, from verification to catalogue tools, is built around one goal to help sellers look credible, attract more inquiries, and grow their business.

Final Competitor Overview



IndiaMART

Lead Distribution
Strong Follow-up



Alibaba.com

Trust
Tiering



TradeIndia

Regional SME Focus

3. Sales Pipeline Stages Analysis for each platform

Understanding how competitors move potential clients through each stage of the sales process is essential for designing an effective pipeline for Pepagora. This section analyses the key stages used by leading B2B platforms like **IndiaMART, Alibaba, and TradeIndia** - from lead identification to onboarding and retention. By breaking down these stages, we can identify **best practices, potential bottlenecks, and strategies for lead qualification, engagement, and conversion**, providing actionable insights to structure Pepagora's own sales journey in a way that maximises efficiency and predictable growth.

A. IndiaMART's Pipeline Stages Analysis:

Stage	What IndiaMART Does / What Happens (as per public info)
1. Lead Identified	When a buyer posts an inquiry on IndiaMART (searches a product → submits “Get Quote” / “Inquiry”), that counts as a potential lead. IndiaMART collects these buyersupplier leads and makes them available to registered suppliers. (The Business Rule)
2. Lead Verified (Supplier Onboarding / Qualification)	Suppliers (manufacturers/traders) must first register on IndiaMART (free registration) with business details. For paid/subscription-based plans or “premium/seller” tiers, there is a verification process including GST / business documents / bank details to ensure legitimacy and maintain trust. (WareIQ) Suppliers who upgrade their listing or opt for leadpackages likely have better qualification / visibility than freelisters. (The Brand Hopper)
3. Outreach Initiated	Once a supplier receives an enquiry (lead), outreach is initiated by the supplier via phone, email or the IndiaMART seller dashboard/app. IndiaMART offers tools to manage buyer inquiries; many sellers reportedly use their CRM integrations to automatically capture and respond to leads. (kylas.io) Quick response is emphasized: successful sellers advise responding “within hours” to stand out among multiple suppliers. (Globax Solutions)
4. Demo / Platform Walkthrough (or Value Demonstration)	Because IndiaMART is primarily a listing/leadgeneration marketplace (not a SaaS needing a demo), this stage is more implicit: the supplier showcases value through product listings, catalogue quality, responsive communication, and supplying product details/quotes to the buyer. IndiaMART supports listing with descriptions, images, and optional catalog services (premium listings) to improve attractiveness. (WareIQ) In some cases, “value” comes from better visibility via subscription or premium listing rather than a formal demo. (The Brand Hopper)

5. Account Setup	For sellers: registration → creation of seller account via seller portal. The process involves entering business details, contact info, optionally GST, and then getting access to the seller dashboard. (WareIQ) Once account is created, dashboard shows leads/inquiries and product management options. (Khatabook)
6. Product Listing	Sellers can add products through the dashboard: supply descriptions, images, pricing, specifications. For free accounts, basic listing is possible; for paid/premium accounts, sellers often get better visibility, ability to list more products, and improved listing quality (e.g., higher ranking, featured listing). (The Brand Hopper)
7. Live on Marketplace	Once products are listed, they become searchable and visible to buyers across India (or globally in B2B context). Buyers can view catalogues, send inquiries, and contact suppliers directly. (Business Park Center)
8. Follow-up & Support	IndiaMART supports lead management, allowing sellers to track inquiries and respond through their dashboard or via CRM integrations. (kylas.io) Sellers often need to follow up, respond quickly, share catalogs/quotes, negotiate, and maintain communication to convert a lead into an order. (Globax Solutions)

Analysis of Observed Pipeline Flow for IndiaMART

- IndiaMART's pipeline is **lean and lead-centric**: The "product" (catalogue + listing) acts as the core value proposition, so the pipeline emphasizes **lead generation, rapid supplier response** rather than long sales cycles or demos.
- **Verification & segmentation matter**: Free listing is easy, but meaningful lead allocation and visibility tend to favor suppliers who opt for paid/premium memberships effectively creating a filtering/ qualification layer that distinguishes serious suppliers from casual ones.
- **Speed and responsiveness are critical**: Because multiple suppliers may sell similar products, the first few sellers who respond to a buyer's inquiry gain the highest chance of conversion which pushes sellers to treat "Outreach Initiated" and "Follow-up & Support" as high-priority stages.
- **CRM & lead-management integrations enable scale**: Given high volume of buyer inquiries, many sellers integrate IndiaMART with external CRMs/lead management tools to avoid losing leads, automate responses, and track follow-ups (especially for large or Lead generation is the process of attracting and converting strangers into potential customers who show interest in a company's product or service. It is a key part of the

sales cycle, especially in B2B where decisions take longer and require more trust. With digital marketing, lead generation has become more targeted and efficient compared to traditional methods like cold calling. Modern strategies focus on reaching the right audience, delivering personalized content, and building early relationships. At its core, lead generation is about creating trust, offering value, and engaging high-quality prospects who are genuinely interested in your brand.

- **Monetization tied to pipeline stages:** IndiaMART's revenue model (freemium + subscription + pay-per-lead) reinforces the pipeline structure suppliers pay more to get better placement, more visibility, and higher chance of leads → which encourages sellers to progress through the pipeline seriously.

B. Alibaba's Pipeline Stages Analysis:

Stage	What Alibaba Does / What Happens (as per public info)
1. Lead Identified	Alibaba generates leads by attracting global buyers through digital marketing, SEO, and ads. When buyers search, view products, send inquiries, or submit RFQs, Alibaba captures their interest and matches them with the right suppliers. This way, sellers receive high-quality, ready-to-engage leads directly through the platforms. (seller.alibaba)
2. Lead Verified (Supplier Onboarding / Qualification)	Alibaba's supplier onboarding process includes basic business verification where suppliers register an account, submit documents like business license, tax details, and bank info, and get verified as a legitimate business. Suppliers can also choose the Verified Supplier (paid) upgrade, which includes a detailed third-party audit of their factory, quality systems, and production capabilities. The audit report and videos are shown on their profile, giving them higher credibility and more buyer leads. (alibaba.verified.supplier)
3. Outreach Initiated	Alibaba contacts potential suppliers through calls, emails, and WhatsApp to explain the seller program, share platform benefits, and guide them toward onboarding. (service.alibaba)
4. Demo / Platform Walkthrough (or Value Demonstration)	Alibaba gives suppliers a complete demo of the Seller Dashboard, showing how to list products, manage inquiries, use RFQs, and understand buyer analytics. This helps suppliers see the value of the platform. (seller.alibaba)

5. Account Setup	To create an Alibaba account, visit Alibaba and click “Join Free”. Enter your email, password, and personal or company details, then verify your email. Complete your profile, and you can start browsing products, connecting with suppliers, and managing inquiries directly. (alibaba.com)
6. Product Listing	To list a product on Alibaba, first create an account by visiting Alibaba. After logging in, go to your Seller Center and click “Add a Product”. Fill in all the required details such as product name, category, price, specifications, and images. Make sure your product description is clear and attractive to buyers. Once submitted, your product will be visible to millions of buyers worldwide, and you can manage inquiries directly from your Alibaba account. (alibaba.com)
7. Live on Marketplace	To make your products live on Alibaba, visit Alibaba, log in, and go to Seller Center. Click “Add a Product”, fill in the details, and submit. Once approved, your products will be visible to buyers worldwide. (alibaba.com)
8. Follow-up & Support	For Alibaba follow-up and support, visit Alibaba and log in to your account. You can manage your inquiries, track order status, and communicate directly with suppliers through the Messaging or Orders section. Alibaba also provides customer support for any issues related to payments, product disputes, or account queries, ensuring smooth business operations. (alibaba.com)

Analysis of Observed Pipeline Flow for Alibaba

- Lead-Centric Pipeline:** Alibaba’s pipeline focuses on lead generation through RFQs (Requests for Quotation) and buyer inquiries. The product listings act as the core value proposition, so the pipeline emphasizes connecting buyers with suppliers quickly rather than long sales cycles or demos.
- Verification & Supplier Segmentation:** While creating an account and listing products is easy, verified and premium suppliers get better visibility and higher lead allocation. This acts as a filtering layer, ensuring serious suppliers are prioritized over casual ones.
- Speed and Responsiveness:** Multiple suppliers often offer similar products. Sellers who respond first to buyer inquiries or RFQs gain the highest chance of conversion. Hence, stages like “Outreach Initiated” and “Follow-up & Support” are treated as high-priority.
- CRM & Lead-Management Integration:** Due to high volumes of buyer inquiries, many Alibaba sellers integrate their accounts with external CRMs or lead-management tools.

This prevents losing leads, automates follow-ups, and helps track communications, especially for large or frequent buyers.

- **Monetization Linked to Pipeline:** Alibaba's revenue model (freemium + premium services + pay-per-lead) reinforces the pipeline. Suppliers who pay more get better placement, increased visibility, and higher chances of receiving quality leads, which motivates serious progression through the pipeline.
- **Value of Lead Generation:** Lead generation remains central — Alibaba focuses on attracting and converting potential buyers who show genuine interest. Effective digital marketing and optimized product listings make the process more targeted, efficient, and conversion-driven.

C. TradeIndia's Pipeline Stages Analysis:

TradeIndia's seller journey outlines a structured B2B sales pipeline aimed at onboarding, verifying, and activating SMEs across India. The platform emphasises trust, visibility, and inquiry generation, with digital tools and membership plans guiding sellers from registration to retention. TradeIndia's seller journey outlines a structured B2B sales pipeline aimed at onboarding, verifying, and activating SMEs across India. The platform emphasises trust, visibility, and inquiry generation, with digital tools and membership plans guiding sellers from registration to retention.

Stage	What TradeIndia Does / What Happens (as per public info)
1. Lead Identified	TradeIndia identifies potential sellers through inbound registration, category targeting, and outreach in industrial clusters. SMEs can self-register via the website or be approached through trade events and digital campaigns. (TradeIndia.com)
2. Lead Verified (Supplier Onboarding / Qualification)	Sellers who meet authenticity criteria are encouraged to apply for the "Verified Seller" badge. This badge is awarded to businesses that submit valid documents (GST, PAN, company profile) and meet quality standards. Verified sellers gain higher visibility, trust signals, and more inquiries. (TradeIndia Verified Seller)
3. Outreach Initiated	TradeIndia engages sellers through digital channels—website prompts, email campaigns, and inquiry notifications. Sellers are guided to upgrade their membership, improve catalogue quality, and apply for verification. Outreach focuses on visibility and lead generation. (crm-automate-tradeindia-leads/)

4. Demo / Platform Walkthrough (or Value Demonstration)	TradeIndia provides detailed previews of catalogue layouts, microsite features, branding tools, and membership benefits. Sellers can explore how enhanced listings lead to more inquiries before upgrading. (tradeIndia-leads-integration-with-sales-crm)
5. Account Setup	Sellers create an account by registering and submitting business details. The onboarding flow includes company profile setup, product categories, and contact information. Premium plans offer customised headers, logos, and catalog personalization. (tradeindia.com/special-offers/vip)
6. Product Listing	Sellers list products using TradeIndia's catalogue tools. Listings include product images, specifications, pricing, and branding elements. Premium packages offer microsite creation, SEO optimisation, and multilingual support. (Tradeindia.com)
7. Live on Marketplace	Once approved, the seller's profile and products go live on TradeIndia's marketplace. Verified sellers appear higher in search results and receive more buyer inquiries. Listings are accessible via category pages and direct search. (Tradeindia.com)
8. Follow-up & Support	TradeIndia provides ongoing support through inquiry notifications, catalogue upgrades, and promotional services. CRM integrations (e.g., FAB CRM, TrackOlap) allow sellers to manage leads efficiently and improve engagement. (tradeIndia-leads-integration-with-sales-crm)

Analysis of Observed Pipeline Flow for TradeIndia

TradeIndia's pipeline is simple and digital-first. Sellers sign up directly on the website, making it easy for any SME to join. After registering, sellers can apply for a Verified Seller badge, which boosts their visibility and trust by confirming their business documents. TradeIndia guides sellers with emails and prompts to complete profiles, list products, and consider membership plans. Instead of live demos, sellers see previews of catalogue layouts and benefits, making it clear how upgrades help. Listing products is self-service, with tools for catalogues and optional upgrades like SEO and microsites. Once approved, products go live, and verified sellers rank higher in search results. TradeIndia supports sellers with inquiry alerts, catalogue tips, and CRM tools to help manage leads. The process is quick, trust-based, and focused on helping SMEs get noticed and receive inquiries.

Key Observations from TradeIndia's Pipeline Flow-

1. Digital-First Onboarding

TradeIndia's entire seller journey is built around self-registration, online catalogue tools, and automated prompts rather than heavy manual sales involvement.

2. Verification as a Trust Filter

The Verified Seller badge plays a major role in the pipeline. It boosts visibility, credibility, and inquiry volume, making it a central qualification step.

3. Inquiry-Driven Value Proposition

TradeIndia positions itself as a platform that delivers buyer inquiries, not just product listings. Lead generation is the core outcome sellers expect.

4. Catalogue Quality Directly Impacts Visibility

Better product listings, complete profiles, and premium catalogue features lead to higher ranking in search results and more inquiries.

5. Transparent Service Previews Instead of Live Demos

TradeIndia uses detailed previews of catalogue layouts, microsites, and membership benefits to show value—no live demo calls or walkthroughs.

6. Self-Service Product Listing

Sellers upload products, images, and details independently using TradeIndia's catalogue tools. Premium plans offer SEO and microsite creation.

7. Verified Sellers Rank Higher

Once live, verified sellers appear more prominently in search results, increasing their chances of receiving inquiries.

8. Strong Post-Activation Support

TradeIndia provides ongoing support through inquiry notifications, catalogue improvement suggestions, promotional services, and CRM integrations.

4. Sales Pipeline Comparison

Platform	IndiaMART	Alibaba	TradeIndia
Lead identification	IndiaMART identifies leads through buyer search behavior, product inquiries, and RFQs submitted on its platform. Buyer intent is tracked using AI-based algorithms, and leads are automatically routed to	Alibaba identifies leads through RFQs, buyer requests, keyword searches, and engagement analytics on its global marketplace. The platform uses data-driven tools and AI to capture buyer	TradeIndia identifies leads through buyer inquiries, product search activity, and direct contact forms on the platform. Leads are generated based on buyer interest and are shared with

	relevant suppliers based on product category, location, and supplier subscription level.	intent and match leads with verified suppliers offering relevant products and export readiness.	registered suppliers according to category relevance and membership plans.
Lead qualification	IndiaMART qualifies leads using multiple verification layers such as buyer intent analysis, inquiry relevance, location, and activity patterns. AI-driven systems and manual checks filter genuine buyers, and higher-quality leads are prioritized for paid and verified suppliers.	Alibaba qualifies leads through buyer verification, RFQ validation, engagement scoring, and transaction history. Advanced data analytics and AI tools assess buyer seriousness and purchasing intent before matching leads with suitable verified suppliers.	TradeIndia qualifies leads based on buyer inquiry details, contact verification, and category relevance. Leads are filtered and distributed to suppliers according to membership plans, with basic checks to reduce low-quality or irrelevant inquiries.
First Outreach / Introduction	IndiaMART enables first outreach through direct buyer inquiries, in-platform chat, and call connections between buyers and suppliers. Initial introductions are system-driven, allowing suppliers to respond quickly to buyer requirements shared on the platform.	Alibaba facilitates first outreach through RFQ responses, messaging tools, and inquiry management systems. The initial introduction happens digitally, where suppliers connect with buyers by responding to their posted requirements on the platform.	TradeIndia supports first outreach through buyer inquiry notifications, contact sharing, and internal messaging tools. Suppliers initiate the first introduction by responding to buyer interest generated on the platform.
Demo / walkthrough	IndiaMART provides demos and walkthroughs mainly through sales executives and onboarding teams.	Alibaba offers platform walkthroughs through online tutorials, help centers, webinars, and account	TradeIndia provides demos through customer support teams, sales calls, and onboarding assistance. Suppliers

	New suppliers receive guided explanations via calls, online demos, or videos to understand lead management, dashboard usage, and subscription features.	managers for paid sellers. Suppliers are guided on product listing, RFQ handling, buyer communication, and trade assurance features using digital demos.	receive basic walkthroughs on profile setup, inquiry handling, and platform features, mainly during the onboarding phase.
Product Demo / Platform Walkthrough	IndiaMART provides product demos and platform walkthroughs via online tutorials, guided calls, and videos by onboarding teams. Suppliers are shown how to manage leads, respond to inquiries, use dashboards, and understand subscription features effectively.	Alibaba offers product demos and platform walkthroughs through webinars, help centers, and account managers for verified suppliers. The guidance covers product listing, RFQ handling, buyer communication, and trade assurance, ensuring suppliers can use the platform efficiently.	TradelIndia gives product demos and platform walkthroughs mainly through sales calls, customer support, and onboarding sessions. Suppliers learn about profile setup, handling buyer inquiries, and using platform features during these guided sessions.
Negotiation / Onboarding Decision	IndiaMART allows suppliers and buyers to negotiate directly through in-platform chat, calls, or emails after lead identification. Onboarding decisions for suppliers are based on verification, subscription plans, and readiness to handle leads, ensuring quality engagement.	Alibaba facilitates negotiation via RFQ responses, messaging tools, and emails between verified buyers and suppliers. Supplier onboarding decisions depend on verification, trade assurance enrollment, and compliance with platform policies to ensure credible transactions.	TradelIndia supports negotiation through direct messages, calls, and inquiry responses. Supplier onboarding is determined by registration verification, membership plans, and category relevance, helping match credible suppliers with potential buyers.
Onboarding & Account Setup	IndiaMART onboarding begins	Alibaba onboarding involves supplier	TradelIndia onboarding starts

	<p>with supplier registration, KYC verification, and selecting a subscription plan. The platform guides new suppliers through account setup, dashboard navigation, lead management, and profile optimization to ensure effective engagement with buyers.</p>	<p>verification, trade assurance enrollment, and business document submission. Account setup includes creating product listings, setting up company profiles, learning RFQ handling, and understanding platform tools through tutorials and account manager guidance.</p>	<p>with registration, basic verification, and membership selection. Account setup helps suppliers complete profile information, upload products, manage inquiries, and familiarize themselves with platform features through guided support or demos.</p>
Engagement & Retention	<p>IndiaMART ensures engagement and retention through regular follow-ups, performance dashboards, alerts for new inquiries, and personalized support. Suppliers are incentivized via subscription benefits, lead quality, and targeted campaigns to maintain long-term platform usage.</p>	<p>Alibaba maintains engagement and retention by providing analytics dashboards, buyer-supplier communication tools, trade assurance benefits, and regular updates on RFQs. Verified suppliers receive personalized guidance and resources to encourage continued platform participation.</p>	<p>TradeIndia drives engagement and retention through inquiry notifications, membership benefits, support assistance, and periodic promotional campaigns. Suppliers are encouraged to stay active by responding promptly and optimizing profiles for better visibility to buyers.</p>

5. Key Insights / Best Practices Identified

An analysis of the sales pipelines of IndiaMART, Alibaba, and TradeIndia reveals several consistent practices that contribute to effective lead conversion, structured onboarding, and long-term supplier retention. While the scale and sophistication of these platforms vary, their underlying sales logic offers valuable lessons for designing Pepagora's pipeline.

5.1 Practices That Consistently Work Across Platforms

Across all three platforms, a **clearly defined and stage-based sales pipeline** is central to success. Each marketplace follows a structured progression from lead identification and qualification to onboarding and retention, ensuring clarity for both sales teams and suppliers.

Another strong common practice is **multi-layered verification and qualification**. IndiaMART and **Alibaba**, in particular, rely on verification mechanisms (KYC, business documents, buyer intent analysis, AI-based scoring) to filter serious buyers and suppliers. Even **TradeIndia** applies basic checks to reduce irrelevant or low-quality leads. This focus on qualification improves lead quality and prevents pipeline congestion.

Guided onboarding and platform walkthroughs also emerge as a shared strength. All platforms provide some form of onboarding assistance through sales calls, tutorials, dashboards, webinars, or account managers to help suppliers understand listing processes, lead handling, and platform tools. This reduces friction during activation and improves early engagement.

Finally, **continuous engagement and follow-up** play a major role in retention. Performance dashboards, inquiry alerts, follow-up reminders, and ongoing support help keep suppliers active and responsive. These systems reinforce disciplined follow-ups rather than reliance on ad-hoc persuasion.

5.2 What Pepagora Can Adopt

Pepagora can adopt a **structured, end-to-end sales pipeline** with clearly defined stages and ownership at each step, ensuring leads move systematically from identification to activation. Implementing **strong qualification criteria**, such as BANT-style evaluation and basic verification checks, will help prioritise sales-ready leads and protect platform quality.

Additionally, Pepagora can benefit from **guided onboarding workflows**, including step-by-step setup, listing assistance, and early-stage support, similar to the practices seen across competitors. Embedding **CRM documentation and lead-status tracking** will further improve transparency, coordination, and pipeline efficiency.

Regular follow-ups supported by dashboards, alerts, and simple performance insights can help maintain supplier engagement and build predictable growth rather than relying on one-time conversions. So the main key points are outlined below:

- **Structured sales pipeline stages**
(Define clear stages such as Lead Identification → Qualification → Outreach → Demo/Walkthrough → Onboarding → Retention to ensure consistency and visibility.)
- **Strong lead and supplier verification mechanisms**
(Apply basic KYC, business validation, and BANT-style qualification to prioritise

(sales-ready leads.)

- **AI- or rule-based lead routing**
(Distribute leads based on category relevance, supplier readiness, and engagement level, similar to IndiaMART and Alibaba.)
- **Guided onboarding and platform walkthroughs**
(Provide step-by-step onboarding through calls, tutorials, or dashboards to help suppliers activate quickly.)
- **Clear value demonstration during early engagement**
(Show how listings, visibility, and lead-generation features directly benefit suppliers.)
- **CRM-based documentation and tracking**
(Maintain detailed notes on lead status, qualification reasons, and next steps to ensure transparency and coordination.)
- **Regular follow-ups and engagement touchpoints**
(Use alerts, reminders, and performance insights to encourage consistent supplier activity and responsiveness.)

5.3 What Pepagora Should Avoid

Pepagora should avoid unstructured or overly open onboarding that allows poorly qualified suppliers or leads to enter the pipeline, as this can reduce trust and sales efficiency. Over-reliance on persuasion without process discipline such as skipping verification, inconsistent follow-ups, or undocumented lead movement can lead to high drop-offs and unclear outcomes.

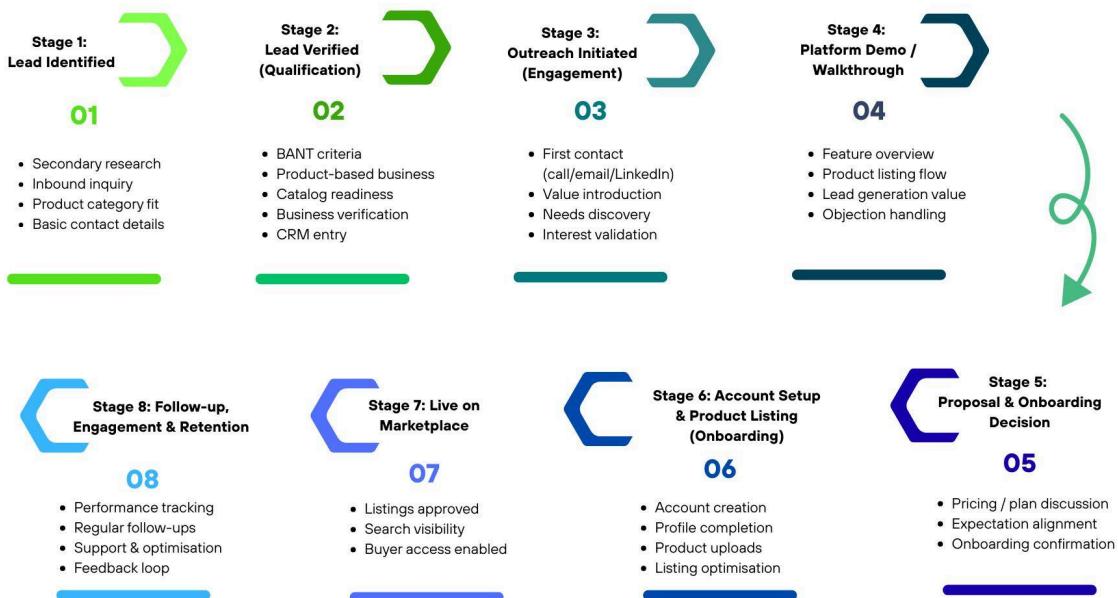
Additionally, Pepagora should avoid complex or opaque sales flows that confuse suppliers during onboarding. The comparison shows that clarity, guidance, and consistency matter more than aggressive selling tactics in B2B marketplaces. So the key issues that should be avoided are:

- **Unstructured or ad-hoc sales processes**
(Avoid moving leads forward without defined criteria or clear pipeline ownership.)
- **Onboarding unverified or low-intent suppliers**
(Allowing poorly qualified suppliers can reduce trust and overall platform quality.)
- **Over-reliance on persuasion instead of process**
(Aggressive selling without verification, documentation, or follow-up often leads to higher drop-offs.)

- **Complex or confusing onboarding flows**
(*Too many steps or unclear guidance can discourage suppliers during activation.*)
- **Inconsistent follow-up practices**
(*Lack of reminders or tracking increases the risk of lost leads and missed opportunities.*)
- **Poor CRM hygiene**
(*Incomplete notes, outdated lead statuses, or unclear next steps reduce pipeline efficiency.*)

6. Proposed Pepagora Sales Pipeline Model

The proposed sales pipeline for Pepagora is designed to ensure clarity, consistency, and predictable growth by guiding potential suppliers through clearly defined stages. Each stage has a specific objective, decision criteria, and outcome, ensuring that only qualified and sales-ready businesses move forward in the pipeline.

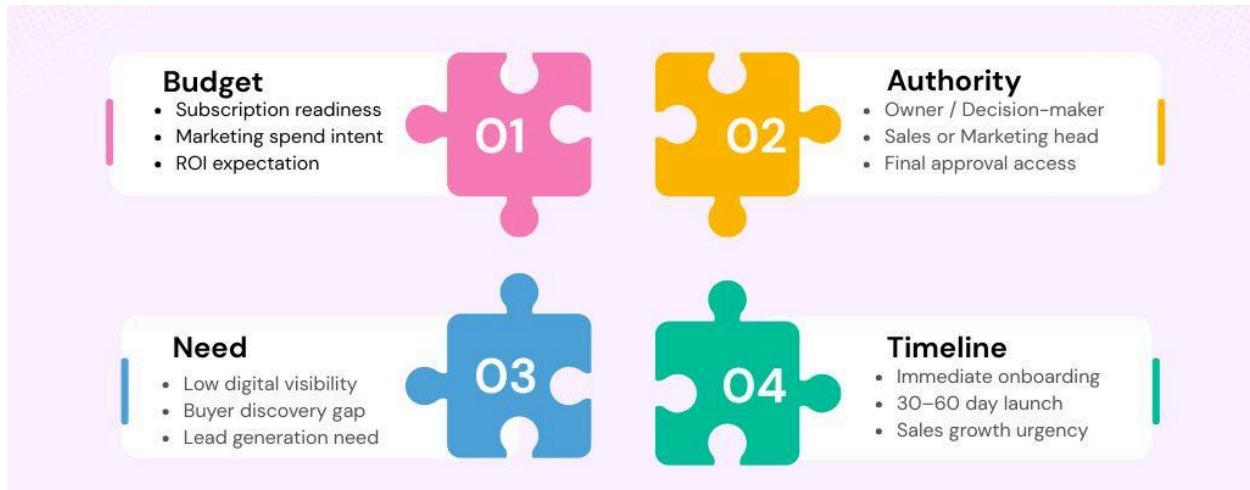


Stage	Purpose	What Happens	Outcome
1. Lead Identified	Identify potential product-based businesses suitable for Pepagora	Leads sourced via secondary research, inbound inquiries, referrals, campaigns. Capture business type, product category, contact details	Raw lead enters the pipeline

2. Lead Verified (Qualification)	Ensure lead meets Pepagora's eligibility and quality standards	Apply BANT criteria (Budget, Authority, Need, Timeline), verify legitimacy (product-based, catalog-ready, SME fit), document in CRM	Only sales-ready leads move forward
3. Outreach Initiated (Engagement)	Establish first contact and understand lead's needs	Initial outreach via email, call, LinkedIn, or referral. Introduce Pepagora value proposition. Capture response and interest	Interested leads proceed to demo
4. Platform Demo / Walkthrough	Demonstrate how Pepagora delivers value	Live demo, recorded walkthrough, or guided explanation. Showcase product listing, visibility, lead generation, buyer discovery. Address questions	Lead understands benefits and readiness to onboard
5. Proposal & Onboarding Decision	Finalise commercial and participation terms	Explain subscription plans or participation models. Align expectations. Confirm onboarding decision	Lead agrees to join Pepagora
6. Account Setup & Product Listing (Onboarding)	Activate the supplier on the platform	Create supplier account and profile. Upload product catalog, descriptions, images. Provide onboarding support	Supplier profile and products ready
7. Live on Marketplace	Make the supplier discoverable to buyers	Listings go live and become searchable. Supplier starts receiving buyer inquiries. Initial performance monitoring	Supplier becomes an active marketplace participant
8. Follow-up, Engagement & Retention	Ensure sustained activity and long-term value	Regular follow-ups, performance check-ins. Support for listing optimisation. Feedback collection and relationship nurturing	Higher retention, repeat engagement, long-term growth

7. Qualification Framework for Pepagora (BANT-Based)

To ensure that only high-potential businesses move forward in the sales pipeline, Pepagora should adopt a structured qualification framework based on the BANT model—**Budget, Authority, Need, and Timeline**. This framework helps sales teams assess lead readiness, prioritise efforts, and reduce drop-offs by focusing on sales-ready prospects.



BANT Criteria	What to Check	How to Check	Engagement Signal
Budget (B)	<ul style="list-style-type: none">-Willingness to invest in B2B marketplace or subscription-Previous spending on marketing, listings, or lead-generation tools	<ul style="list-style-type: none">-Direct question during outreach or demo-Observe response to pricing discussion-Check business size, product pricing, and volume	<ul style="list-style-type: none">-Asks about pricing plans or ROI-Shows interest in premium features
Authority (A)	<ul style="list-style-type: none">-Decision-making power of the contact person	<ul style="list-style-type: none">-Ask if they are the owner, founder, or sales/marketing head-Identify involvement of partners or management	<ul style="list-style-type: none">-Decision-maker attends demo-Fast responses without approval delays
Need (N)	<ul style="list-style-type: none">-Clear business pain points Pepagora can solve	<ul style="list-style-type: none">-Ask about current sales channels and challenges	<ul style="list-style-type: none">-Actively discusses problems-Requests feature explanations tied to use cases

		-Identify issues like low visibility, limited buyers, or poor lead flow	
Timeline (T)	<ul style="list-style-type: none"> -When they plan to onboard or start selling 	<ul style="list-style-type: none"> -Ask expected onboarding or launch timeframe -Identify urgency (events, sales goals, expansion plans) 	<ul style="list-style-type: none"> -Requests quick onboarding -Sets follow-up deadlines

Engagement Level Assessment (Supporting Layer)

In addition to BANT, Pepagora should track **engagement intensity** to prioritise leads:

- Response speed
- Demo attendance
- Follow-up participation
- Questions asked
- Willingness to share business details

Higher engagement strengthens qualification confidence.

8. Rationale for the Proposed Pipeline

The proposed pipeline works for Pepagora because it reflects how successful B2B marketplaces actually convert SMEs into active, long-term sellers. Across IndiaMART, Alibaba, and TradeIndia, one pattern was consistent: growth doesn't come from aggressive selling—it comes from having a clear, predictable, and structured process that guides a business from first contact to full activation. Pepagora's pipeline follows this same logic.

Why This Pipeline Suits Pepagora:

1. It reflects how real B2B platforms convert sellers

IndiaMART, Alibaba, and TradeIndia all utilise structured, step-by-step processes to guide businesses from interest to activation. Pepagora's pipeline—starting from Lead Identified and ending in Follow-up & Retention—mirrors this proven approach, making it practical and scalable.

2. It's designed for product-based SMEs

Pepagora targets small and medium businesses with tangible products. The pipeline begins with identifying product-based leads and verifying catalogue readiness, which ensures only relevant SMEs enter the onboarding flow.

3. It supports Pepagora's digital-first model

Like TradeIndia and Alibaba, Pepagora uses digital outreach, catalogue tools, and platform walkthroughs. The pipeline includes email, LinkedIn, and demo stages that match how Pepagora actually engages sellers.

How It Aligns With SME Onboarding Needs

1. SMEs need clarity and guided steps

The pipeline breaks the journey into simple, understandable stages:

First contact → Demo → Proposal → Setup → Listing → Live → Retention

This helps SMEs know what to expect and reduces confusion during onboarding.

2. SMEs need trust before committing

The Lead Verified stage uses BANT criteria and checks for catalogue readiness. This builds credibility early and ensures sellers feel confident about joining.

3. SMEs need help with product listing

The Account Setup & Product Listing stage includes onboarding support, catalogue uploads, and profile creation—exactly what SMEs need to go live smoothly.

4. SMEs need post-onboarding support

The Follow-up & Retention stage ensures sellers stay active, receive performance check-ins, and get help with listing optimisation—just like IndiaMART and TradeIndia do.

How It Helps Consistency, Reduces Confusion & Increases Conversions

1. Structure creates predictable growth

Each stage has a clear purpose and outcome—from raw lead to active seller. This makes the sales process repeatable and measurable.

2. Clarity improves seller experience

Sellers know what's happening at each step: when they'll get a demo, when their account will be set up, and when they'll go live. This reduces drop-offs caused by uncertainty.

3. CRM documentation becomes cleaner

With defined stages like Lead Verified, Demo Scheduled, and Account Setup, the sales team can log progress accurately in the CRM—improving tracking and reporting.

4. Drop-offs are easier to detect and fix

If a seller stalls after the demo or doesn't complete product listing, the pipeline makes it easy to spot where they dropped off and follow up accordingly.

5. Conversions improve through guided value demonstration

The demo stage shows sellers how Pepagora helps them get visibility and leads. This increases their willingness to onboard and reduces hesitation.

6. Retention improves through structured engagement

The final stage includes regular follow-ups, feedback collection, and listing support—ensuring sellers stay active and continue receiving value.

The proposed sales pipeline for Pepagora is simple, structured, and tailored to SME needs. It builds trust early, guides sellers through onboarding, and ensures long-term engagement. By aligning with proven practices from IndiaMART, Alibaba, and TradeIndia, it creates a predictable sales system that improves CRM accuracy, reduces drop-offs, and drives conversions.

Justifications

1. SME-Friendly Onboarding: The pipeline offers a clear, step-by-step process (Lead Identified → Verified → Outreach → Demo → Setup → Listing → Live → Retention), making it easy for SMEs to understand.
2. Improved Lead Quality: Early verification of leads ensures that Pepagora focuses on serious SMEs, enhancing conversion rates.
3. Targeted Outreach: Reaching out after verification saves time by preventing engagement with low-intent leads, allowing for more meaningful discussions.
4. Quick Value Demonstration: A straightforward demo helps SMEs quickly grasp how the platform benefits them, reducing hesitation in decision-making.
5. Guided Account Setup: A structured setup phase minimises drop-offs, ensuring complete profiles and accurate details for active sellers.
6. Quality Catalogues: Separating the product listing stage ensures that sellers upload high-quality images and descriptions, which improves buyer engagement.
7. Clear Activation Milestone: Marking the "live" stage helps track activation and onboarding success while identifying any bottlenecks.
8. Follow-Up for Retention: Post-activation engagement keeps sellers active and reduces churn by encouraging updates and ongoing value.
9. Predictable Process: A structured pipeline leads to consistent handling of leads, clean CRM notes, and easier tracking of progress.

10. Alignment with Growth Goals: The pipeline supports Pepagora's vision of a trusted and efficient marketplace for SMEs.

Final Summary: The proposed pipeline is simple, structured, and aligned with best practices, making it ideal for Pepagora's SME-focused approach. Rationale for the Proposed Pipeline - Pepagora

1. SME-Friendly Onboarding: The pipeline offers a clear, step-by-step process (Lead Identified → Verified → Outreach → Demo → Setup → Listing → Live → Retention), making it easy for SMEs to understand.
2. Improved Lead Quality: Early verification of leads ensures that Pepagora focuses on serious SMEs, enhancing conversion rates.
3. Targeted Outreach: Reaching out after verification saves time by preventing engagement with low-intent leads, allowing for more meaningful discussions.
4. Quick Value Demonstration: A straightforward demo helps SMEs quickly grasp how the platform benefits them, reducing hesitation in decision-making.
5. Guided Account Setup: A structured setup phase minimises drop-offs, ensuring complete profiles and accurate details for active sellers.
6. Quality Catalogues: Separating the product listing stage ensures that sellers upload high-quality images and descriptions, which improves buyer engagement.
7. Clear Activation Milestone: Marking the "live" stage helps track activation and onboarding success while identifying any bottlenecks.
8. Follow-Up for Retention: Post-activation engagement keeps sellers active and reduces churn by encouraging updates and ongoing value.
9. Predictable Process: A structured pipeline leads to consistent handling of leads, clean CRM notes, and easier tracking of progress.
10. Alignment with Growth Goals: The pipeline supports Pepagora's vision of a trusted and efficient marketplace for SMEs.

9. Conclusion

We, the team, conducted a thorough competitor benchmarking and pipeline analysis of IndiaMART, Alibaba, and TradeIndia, revealing several key insights critical for Pepagora's B2B growth strategy. All platforms demonstrate the importance of a **structured sales pipeline**, combining strong lead identification, multi-layered qualification, guided onboarding, and consistent follow-up to maximize conversion and retention. Verification mechanisms, CRM documentation, and clear engagement touchpoints ensure that only sales-ready leads move forward, while providing transparency and accountability across the sales process.

The analysis also highlighted best practices Pepagora can adopt, including stage-wise lead management, BANT-based qualification, demo-driven engagement, and ongoing supplier support, while avoiding unstructured onboarding, poor documentation, or reliance solely on persuasion.

Overall, we, the team, conclude that a **structured pipeline drives B2B success** by creating clarity, alignment, and predictability. It enables teams to prioritize high-quality leads, maintain consistent communication, track engagement effectively, and generate sustainable growth. By implementing these practices, Pepagora can ensure that its sales process is both efficient and scalable, laying the foundation for long-term supplier satisfaction and marketplace expansion

APPENDICES

References:

1. Pepagora - <https://www.pepagora.com/en>
2. IndiaMART-Lead Qualification-How they decide which clients to onboard:
<https://www.growthjockey.com/blogs/indiamart-seller-registration>
3. IndiaMART-Sales Outreach-Channels used strongly in calls-
<https://www.scribd.com/document/344432317/mma-2013-551>
4. IndiaMART-Sales Team Structure- regional -
<https://jobs.klimb.io/indiamart/640ea554a0e40ba35ebbed09>
5. IndiaMART-Incentive Drivers-What motivates sales reps to close deals faster -
https://www.glassdoor.co.in/Reviews/IndiaMART-incentive-structure-Reviews-EI_IE348635.0.9_KH10.29.htm , <https://startuptalky.com/indiamart-business-model/>
6. IndiaMART- Onboarding Model-Do they guide the business in listing products-
<https://wareiq.com/resources/blogs/indiamart-seller/>
7. Alibaba – Platform Overview & Global B2B Marketplace -<https://www.alibaba.com/>
8. Alibaba – About Alibaba Group & Business Ecosystem-<https://www.alibabagroup.com/en-US/about-alibaba>
9. Alibaba – Supplier Onboarding & Registration Process-<https://seller.alibaba.com/>
10. Alibaba – RFQ System & Buyer–Supplier Matching-<https://fq.alibaba.com/>
11. Alibaba – Trade Assurance (Secure Payments & Delivery Protection)-
<https://www.alibaba.com/trade-assurance>
12. TradeIndia – Company Overview & Background - <https://www.tradeindia.com/about-us/>

13. TradeIndia – Product & Service Offerings- TradeIndia – Seller & Buyer User Guide (Onboarding & Platform Usage)-
<https://www.tradeindia.com/about-us/product-and-services/product-and-services.html>
 14. TradeIndia User Guide Overview - <https://www.tradeindia.com/about-us/user-guide.html>
 15. TradeIndia – Company Profile & Presence on LinkedIn -
https://www.linkedin.com/authwall?trk=bf&trkInfo=AQENVrOvj3eEEAAAAZsS_zXQlyhzOUbMrI4NGVZG_yW-gZ04xWGAMLUo8dwcekJVz_yli7qfBghIALiTh-ul7S41uUnaM3eQbMJTVG9ipOH0cbd8eRax3LFCJronhcV0M7qFDkQ=&original_referer=&sessionRedirect=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Ftradeindia
 16. TradeIndia – Seller Registration & Business Onboarding Page- <https://www.tradeindia.com/seller/>
 17. TradeIndia – Platform History, Ownership & Market Positioning (Wikipedia) -
<https://en.wikipedia.org/wiki/TradeIndia>
- TradeIndia References
<https://www.tradeindia.com/seller/>
<https://www.tradeindia.com/special-offers/tradeindia-verified-seller.html>
https://www.tradeindia.com/how_it_works.html
<https://www.tradeindia.com/about-us/product-and-services/product-and-services.html>
<https://fabbuilder.com/pages/crm-automate-tradeindia-leads/>
<https://trackolap.com/integrations/tradeIndia-leads-integration-with-sales-crm>
 - IndiaMART References
<https://seller.indiamart.com/>
<https://help.indiamart.com/>
<https://kylas.io/integrations/indiamart-crm-integration/>
<https://www.thebrandhopper.com/2023/06/29/indiamart-business-model/>
<https://khatabook.com/blog/how-to-sell-on-indiamart/>
 - Alibaba References
<https://seller.alibaba.com/>
https://service.alibaba.com/buyer/faq_detail/20095589.htm
<https://seller.alibaba.com/en/boostads>
<https://activities.alibaba.com/supplier/rfq/index.php>
<https://seller.alibaba.com/en/verified-supplier>

*End Of Report
Thank You!*