

## B2B Sales & Growth Remote Internship

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

### Presented By

| Name             | Role            |
|------------------|-----------------|
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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

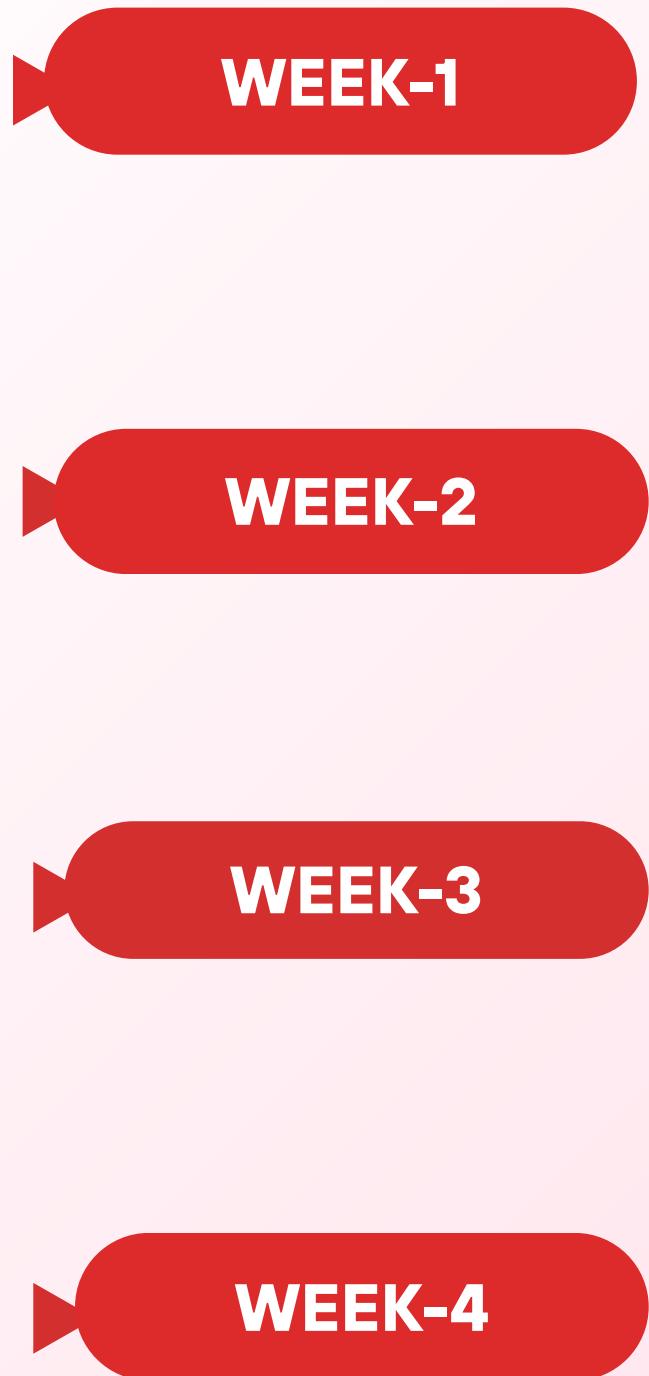
- Synthesised insights into a sales growth framework
- Presented recommendations for acquisition, engagement and retention

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



# Strategies to Boost Client Engagement

## Key Recommendations for pepagora

- Introduce guided onboarding support to help SMEs set up profiles and list products smoothly.
- Use welcome flows + micro-tutorials to explain key platform features.
- Deploy automated engagement touchpoints (emails, prompts, notifications) to guide new users.
- Create industry-specific starter templates for catalog creation (text + image guidelines).
- Add quick-response support (chatbot + callback option) for early-stage doubts.
- Implement lead readiness scoring to determine which SMEs need extra onboarding help.
- Provide early wins: first 3–5 recommended buyers/lead suggestions to motivate new sellers.
- Personalize dashboard recommendations based on seller type (manufacturer, reseller, startup, etc.).



**pepagora**  
The B2B Growth Engine



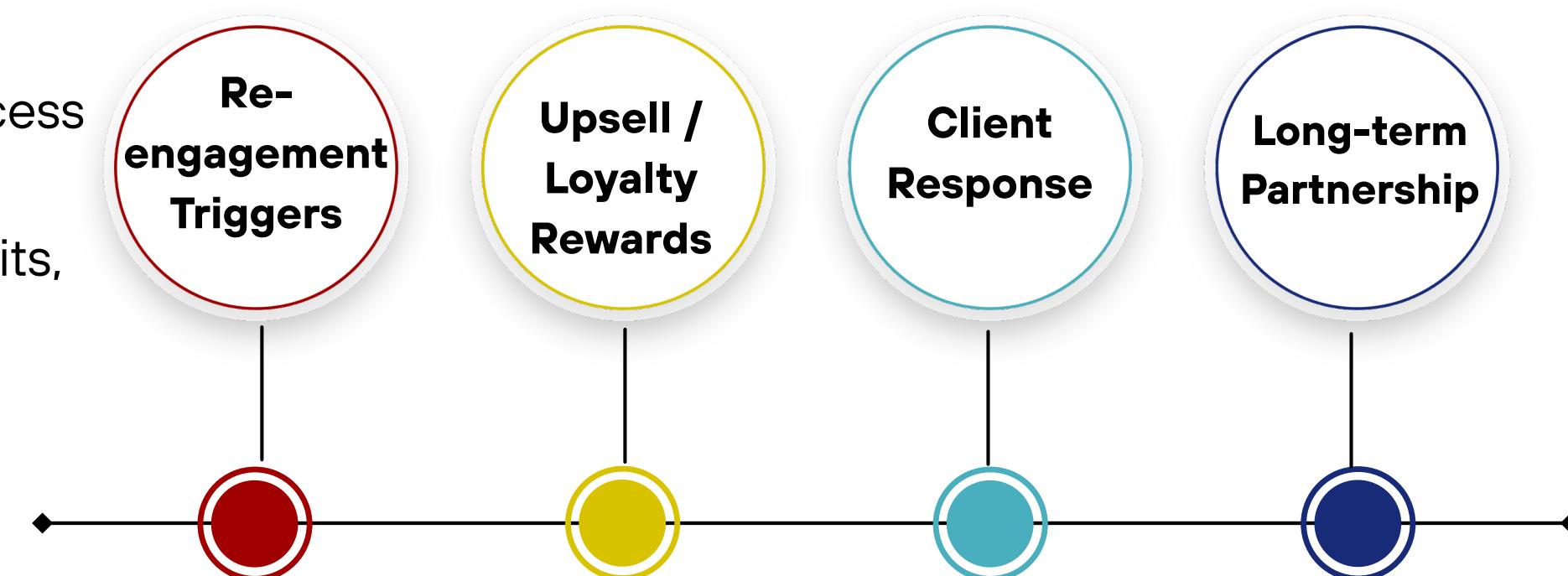
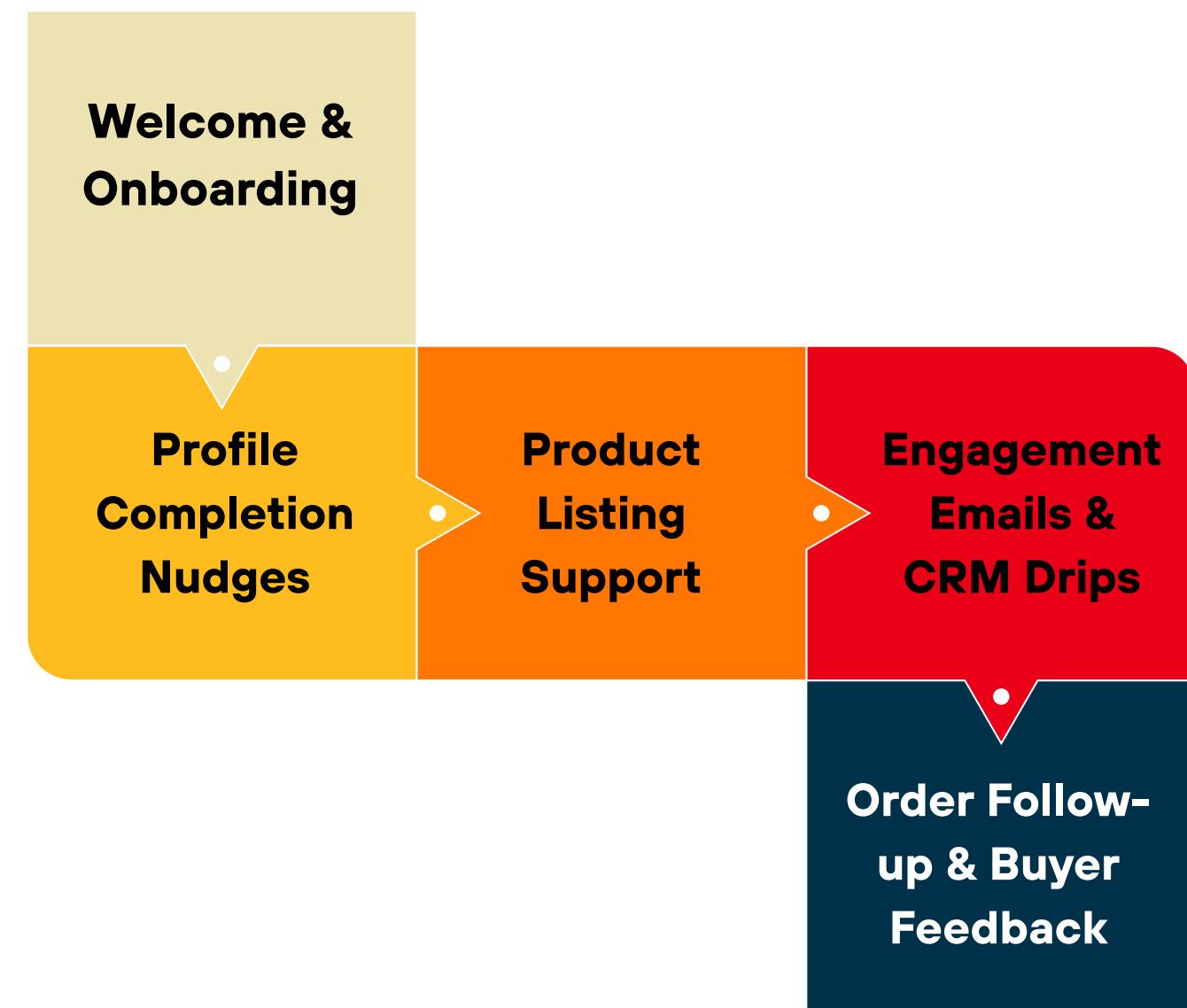
## How Trust Drives B2B Sales Growth:

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.

# Client Retention Recommendations

**Purpose:** Improve long-term loyalty, repeat usage, and trust-building.

- Launch a credibility-building system (badges, verification, completeness score).
- Provide performance insights—monthly report on leads, responses, visibility, and improvements.
- Introduce tiered membership model (Basic → Professional → Growth) with clear value uplift.
- Use automated re-engagement workflows for low-activity SMEs.
- Improve catalog health checks—flag issues like missing images, outdated pricing, low response rate.
- Offer periodic business reviews by account managers for high-value SMEs.
- Build trust hubs: reviews, ratings, buyer endorsements, success stories.
- Add retention triggers: incentives for renewal, referral benefits, feature unlocks.



# 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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