AOB INDIA QLEAD

AOB INDIA QLEAD

QUICK, QUALIFIED & QUALITY LEADS

10 YEARS OF EXCELLENCE

1045
BRANDS SERVED

4300cr
SALES REVENUE GENERATED

25000+
SALES FORCE MANAGED

100+
AWARDS ACHIEVED

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AOB SALES

Our Journey:

- **Founded in 2014**, AOB India has grown into a leading sales outsourcing company, delivering unmatched value to businesses across various industries.

- Over the past **10 years**, we have consistently helped businesses achieve their sales targets, expand their market reach, and enhance their customer engagement.
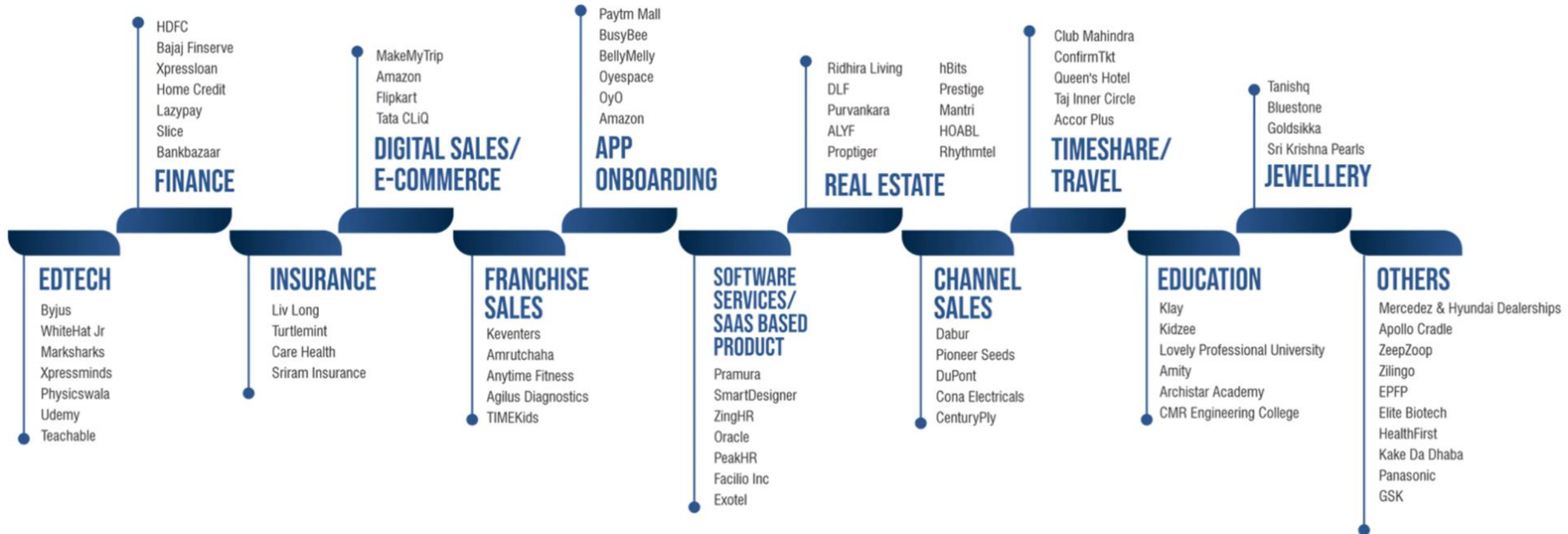
Our Expertise:

- **Comprehensive Sales Outsourcing**: We provide end-to-end sales outsourcing solutions, including lead generation, telemarketing, and customer relationship management.

- **Experienced Sales Teams**: Our skilled sales professionals are trained to understand your business needs and deliver results that exceed expectations.

- **Advanced Technology Integration**: We leverage the latest AI and data analytics tools to optimize sales processes and enhance lead quality.

Our Milestones:

- **500+ Clients Served**: Partnering with diverse businesses ranging from startups to large enterprises.

- **1 Million+ Leads Generated**: Delivering high-quality leads that convert into loyal customers.

- **200+ Sales Experts**: A dedicated team of sales professionals committed to driving your business growth.

IF YOU HAVE A BUSINESS, WE HAVE QUALIFIED LEADS

AOB INDIA LEAD

QUICK, QUALIFIED & QUALITY LEADS

FINANCE
HDFC
Bajaj Finserve
Xpressloan
Home Credit
Lazypay
Slice
Bankbazaar

DIGITAL SALES/ E-COMMERCE
MakeMyTrip
Amazon
Flipkart
Tata CLiQ

APP ONBOARDING
Paytm Mall
BusyBee
BellyMelly
Oyespace
OyO
Amazon

REAL ESTATE
Ridhira Living
DLF
Purvankara
ALYF
Proptiger
hBits
Prestige
Mantri
HOABL
Rhythmtel

TIMESHARE/ TRAVEL
Club Mahindra
ConfirmTkt
Queen's Hotel
Taj Inner Circle
Accor Plus

JEWELLERY
Tanishq
Bluestone
Goldsikka
Sri Krishna Pearls

EDTECH
Byjus
WhiteHat Jr
Marksharks
Xpressminds
Physicswala
Udemy
Teachable

INSURANCE
Liv Long
Turtlemint
Care Health
Sriram Insurance

FRANCHISE SALES
Keventers
Amrutchaha
Anytime Fitness
Agilus Diagnostics
TIMEKids

SOFTWARE SERVICES/ SAAS BASED PRODUCT
Pramura
SmartDesigner
ZingHR
Oracle
PeakHR
Facilio Inc
Exotel

CHANNEL SALES
Dabur
Pioneer Seeds
DuPont
Cona Electricals
CenturyPly

EDUCATION
Klay
Kidzee
Lovely Professional University
Amity
Archistar Academy
CMR Engineering College

OTHERS
Mercedez & Hyundai Dealerships
Apollo Cradle
ZeepZoop
Zilingo
EPFP
Elite Biotech
HealthFirst
Kake Da Dhaba
Panasonic
GSK

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IF YOU HAVE A BUSINESS, WE HAVE QUALIFIED LEADS

Understanding Your Business Needs:

- At AOB India, we recognize that every business is unique with its own set of challenges and opportunities.

- Our approach is tailored to understand your specific goals, target audience, and market dynamics.

Why Qualified Leads Matter:

- **Higher Conversion Rates**: Qualified leads are pre-screened and have a genuine interest in your products or services, resulting in higher conversion rates.

- **Cost Efficiency**: Focus your marketing and sales efforts on leads that are more likely to convert, optimizing your budget and resources.

- **Accelerated Sales Cycle**: With qualified leads, the time from initial contact to sale is significantly reduced, speeding up your sales cycle.

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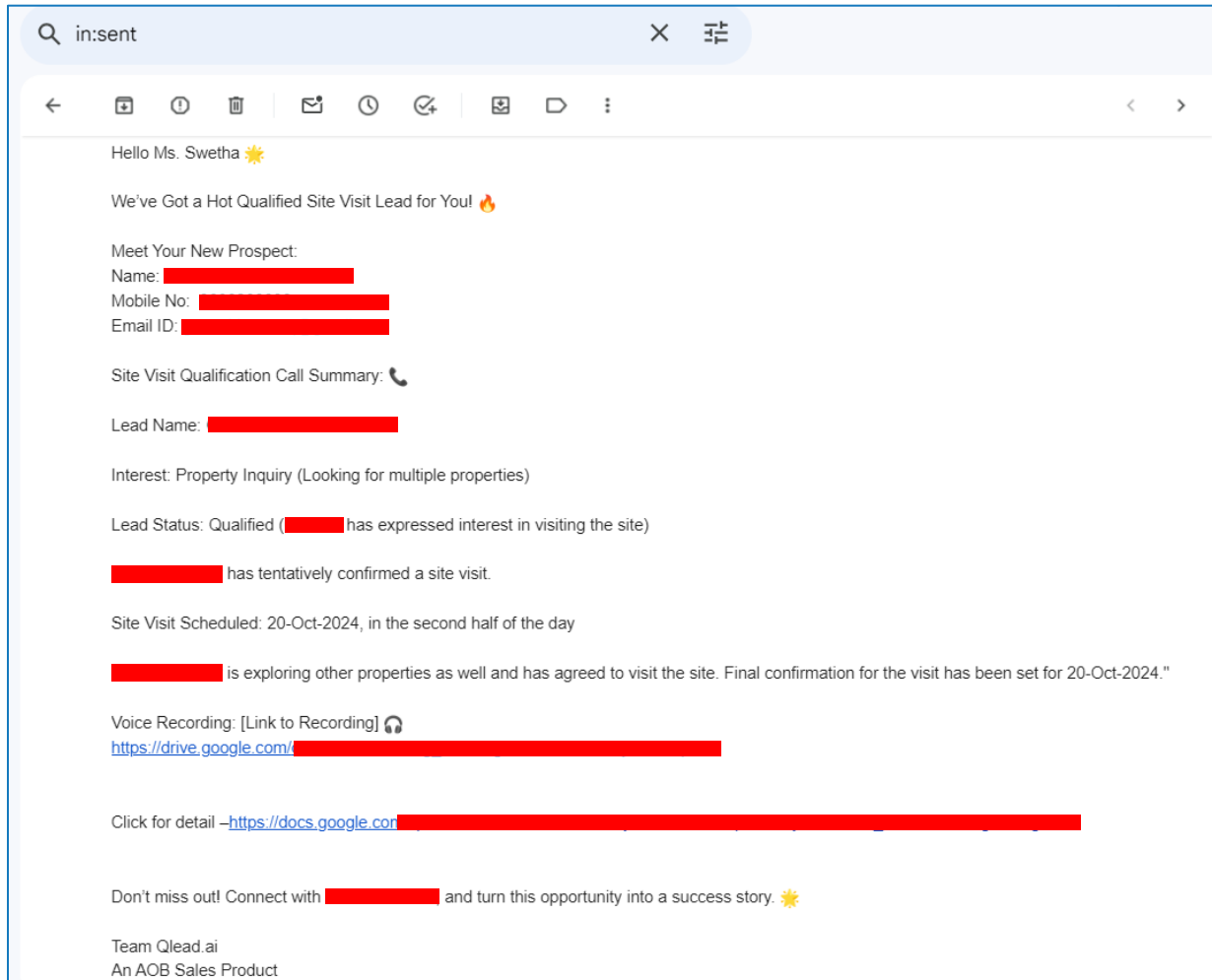# WHAT WE DELIVER

Lead Delivered via WhatsApp
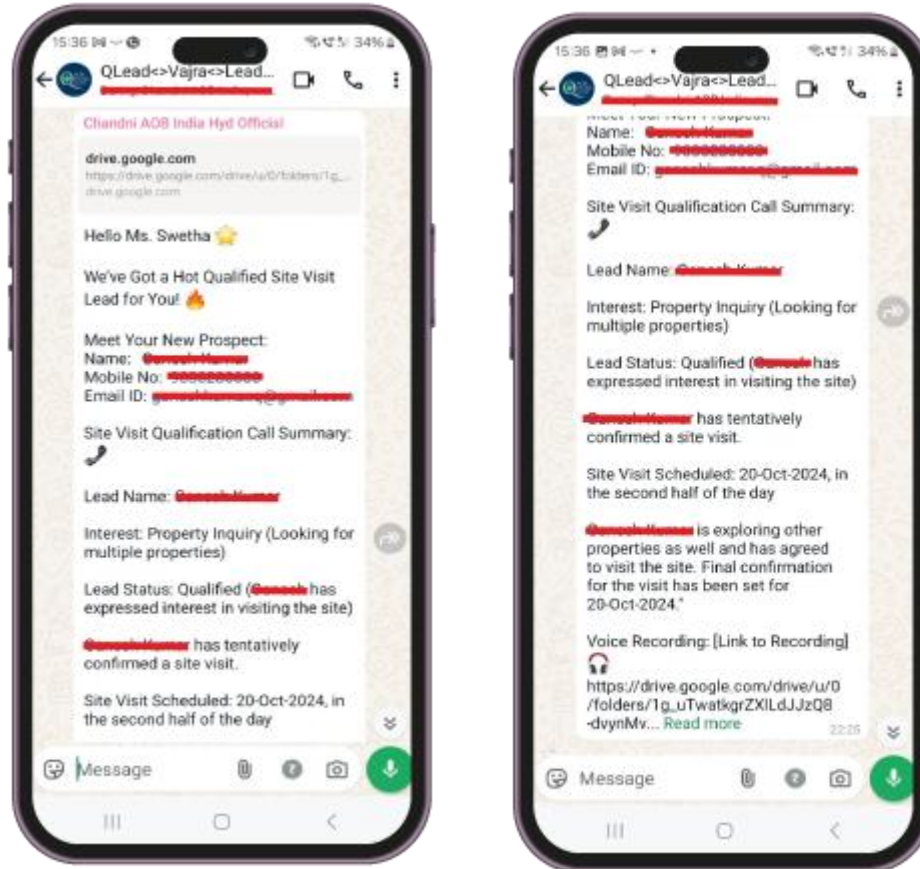
- Qualified Leads are delivered via WhatsApp, E-mail & Google Drive.

- If you are a corporate customer and have a CRM, the lead can be directly imported to your CRM.

WHAT WE DELIVER

Lead Delivered via Email

- Qualified Leads are delivered via WhatsApp, E-mail & Google Drive.

- If you are a corporate customer and have a CRM, the lead can be directly imported to your CRM.

WHAT WE DELIVER

Lead Delivered via Google Drive

Name	Phone Number	Email ID	Call Rocrding	Qualified	Date	Remarks
			🔊 Call Recording	Yes	18-Oct-2024	Lead Name: ████████████ Interest: Vajra The Royal Park Lead Status: Qualified (█████ has expressed interest in the property) Next Action: █████ is looking for a site visit. Site Visit Scheduled: Tomorrow at 5:00 PM Additional Notes: █████ is keen to visit the site and explore Vajra The Royal Park. He is ready to proceed with the next steps following the visit.
			🔊 Suresh Kumar	Yes	19-Oct-2024	Lead Name: ████████████ Interest: Property Inquiry (Looking for multiple properties) Lead Status: Qualified (█████ has expressed interest in visiting the site) Next Action: ████████████ has tentatively confirmed a site visit. Site Visit Scheduled: 20-Oct-2024, in the second half of the day Additional Notes: ████████████ is exploring other properties as well and has agreed to visit the site. Final confirmation for the visit has been set for 20-Oct-2024.

- Qualified Leads are delivered via WhatsApp, E-mail & Google Drive.

- If you are a corporate customer and have a CRM, the lead can be directly imported to your CRM.

WHAT WE DELIVER

Actual Call Recording of All Qualified Leads

Call Recording 01

Call Recording 02

Call Recording 03

Call Recording 04

Call Recording 05

- All the actual audio files of interaction (sometimes it takes up to 10 calls before a lead is qualified) between tele-calling agent and the prospect generated for you are shared with you.

- Due to the heavy size of the audio file, the real audio file is not given in this presentation.

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WHAT WE DELIVER

Transcript of Audio Calls

- Click here to view the Sample transcript

- We provide transcript of all calls as well.

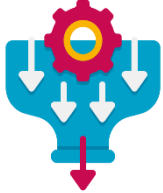- We are capable of providing transcript for native language as well.

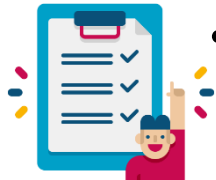www.qlead.ai

WHAT WE DELIVER

Harmonic Analysis and Follow-up Script

- [Click here to view the Sample Harmonic Analysis](#)

- [Click here to view the Sample Bottlenecks](#)

- [Click here to view the Sample Follow-up Script](#)

- Since every prospect journey and questions and objections are different, we generate a Harmonic analysis of the interaction between the prospect and the tele-caller and give you a follow-up script as well

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INTRODUCING QLEAD

- Advanced technology for swift lead generation

Quick

- Precision targeting for tailored prospects

Qualified

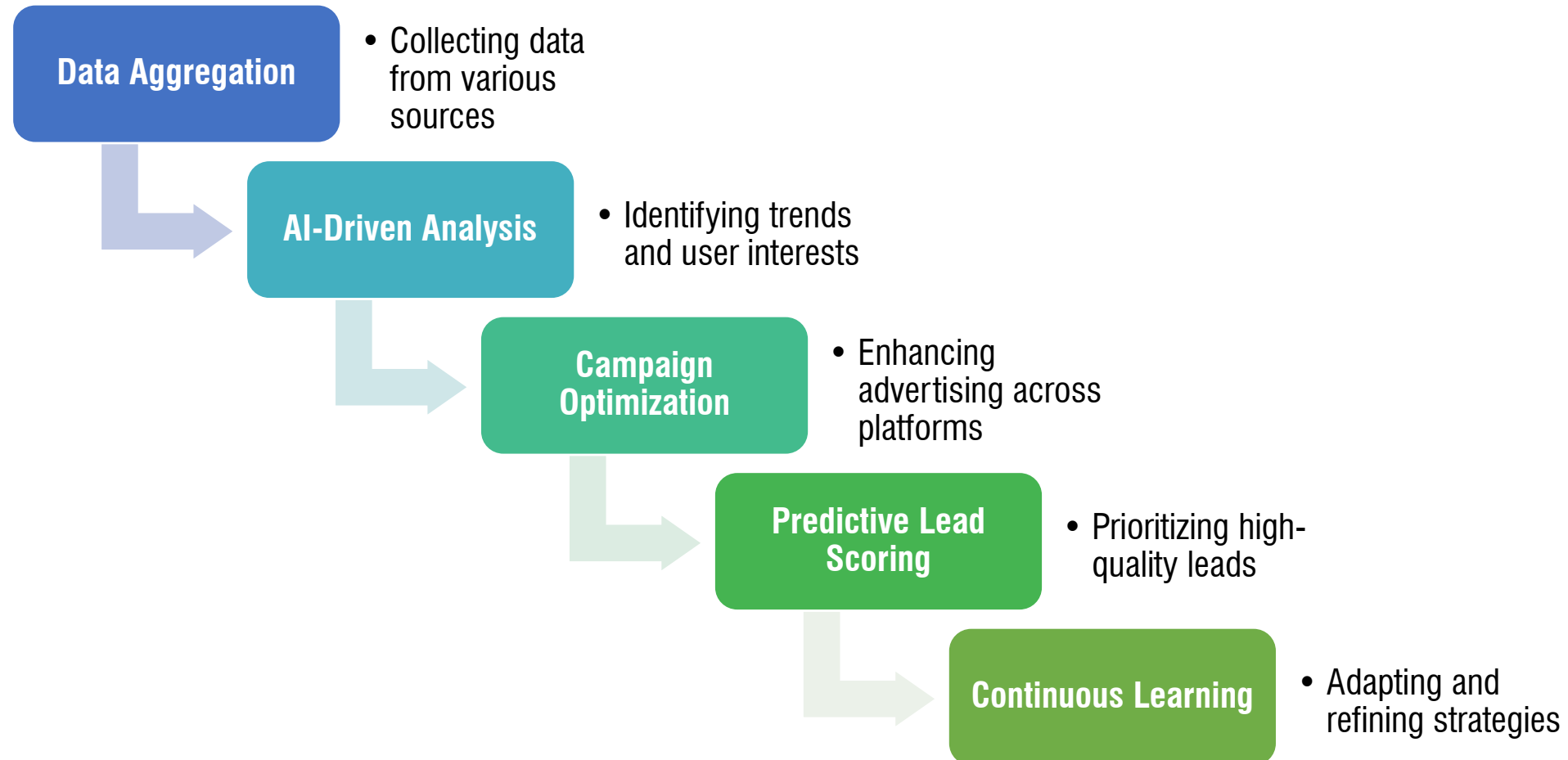- Rigorous analysis ensures high relevance

Quality

With Qlead, you're not just getting leads; you're getting a strategic advantage in a competitive marketplace.

Embrace the "3Q Advantage" and turn prospects into profits with precision and ease.

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LEAD GENERATION PROCESS

AOB INDIA LEAD

Revolutionizing Lead Generation with AI

Data Aggregation
- Collecting data from various sources

AI-Driven Analysis
- Identifying trends and user interests

Campaign Optimization
- Enhancing advertising across platforms

Predictive Lead Scoring
- Prioritizing high-quality leads

Continuous Learning
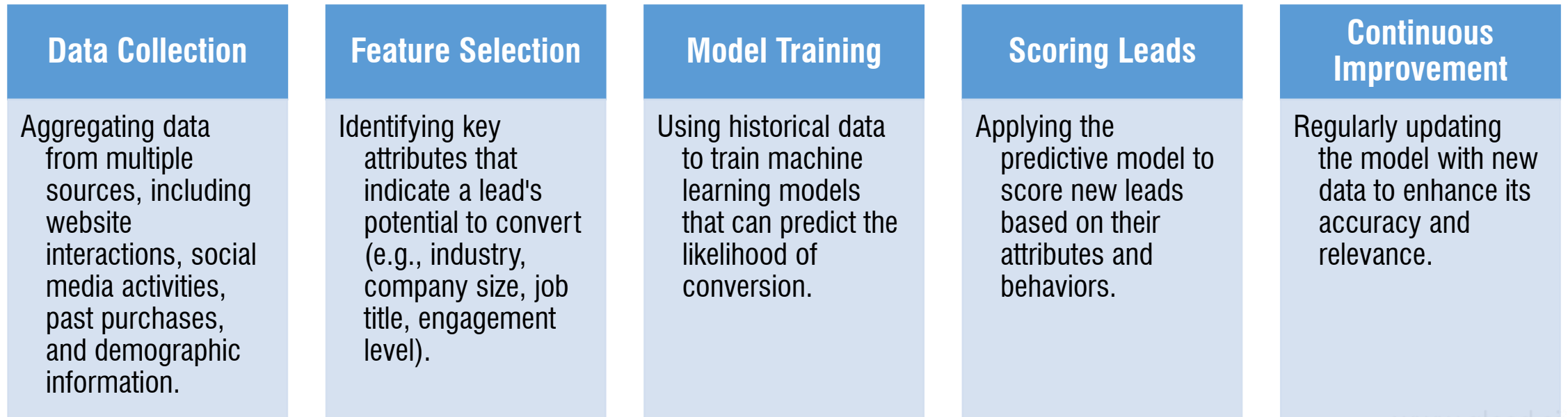- Adapting and refining strategies

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PREDICTIVE LEAD SCORING: ENHANCING YOUR SALES EFFICIENCY

Leverage AI to Identify High-Quality Leads:

- **Predictive lead scoring** is the use of data, AI, and machine learning to evaluate and prioritize leads based on their likelihood to convert.

- It helps businesses focus their sales efforts on leads that are most likely to become customers, thereby improving conversion rates and sales efficiency.

How Predictive Lead Scoring Works:

Data Collection	Feature Selection	Model Training	Scoring Leads	Continuous Improvement
Aggregating data from multiple sources, including website interactions, social media activities, past purchases, and demographic information.	Identifying key attributes that indicate a lead's potential to convert (e.g., industry, company size, job title, engagement level).	Using historical data to train machine learning models that can predict the likelihood of conversion.	Applying the predictive model to score new leads based on their attributes and behaviors.	Regularly updating the model with new data to enhance its accuracy and relevance.

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KEY FEATURES OF AOB QLEAD'S PREDICTIVE LEAD SCORING

AI-Powered Insights
- Leveraging artificial intelligence to enhance the accuracy and reliability of lead scores

Behavioral Analysis
- Assessing lead behaviors such as website visits, content downloads, and email interactions to gauge interest levels

Demographic and Firmographic Data
- Incorporating demographic (age, gender, location) and firmographic (company size, industry) data to refine lead scores

Prioritized Sales Efforts
- Focus on leads with the highest scores to maximize conversion rates

Improved Resource Allocation
- Allocate marketing and sales resources more efficiently by targeting the right leads

Shortened Sales Cycles
- Accelerate the sales process by engaging with leads that are closer to making a purchase decision

Data-Driven Decisions
- Make informed decisions based on data insights rather than intuition

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KEY FEATURES OF AOB QLEAD'S PREDICTIVE LEAD SCORING

Real-World Impact:

Increased Conversion Rates

- Clients have seen up to a 30% increase in conversion rates by focusing on high-scoring leads

Optimized Marketing Spend

- Reduced cost per acquisition by targeting the right leads with personalized marketing efforts

Enhanced Sales Productivity

- Sales teams can prioritize their efforts on leads that are more likely to convert, resulting in higher efficiency and productivity

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ROBUST LEAD QUALIFICATION PROCESS

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How It Works:

1. Predictive Scoring
- After the lead is generated through our advanced predictive scoring system, it is passed on to our skilled telecallers for further qualification.

2. Dynamic Script Generation
- Our AI tools create a dynamic script tailored for each lead based on the source of generation. This ensures personalized and relevant interactions with potential customers.

3. Telecaller Engagement
- The telecaller reaches out to the customer via phone or email, following the dynamic script. This interaction helps in understanding the customer's needs and confirming their interest.

6. Feedback Loop
- Continuous refinement of the process through feedback and data analysis ensures the effectiveness of our lead qualification process.

5. Real-Time Interaction
- The telecaller engages in real-time with the lead, addressing their queries and gathering necessary information to qualify them.

4. AI Monitoring
- The entire conversation is monitored by our AI tools to ensure compliance with quality standards and to capture valuable insights.

7. Post-Call Analysis
- After the call, the audio of the conversation is analyzed by AI tools to detect any quality issues and gather additional insights.
- A detailed transcript and Harmonic Analysis file are generated to provide a comprehensive view of the interaction.
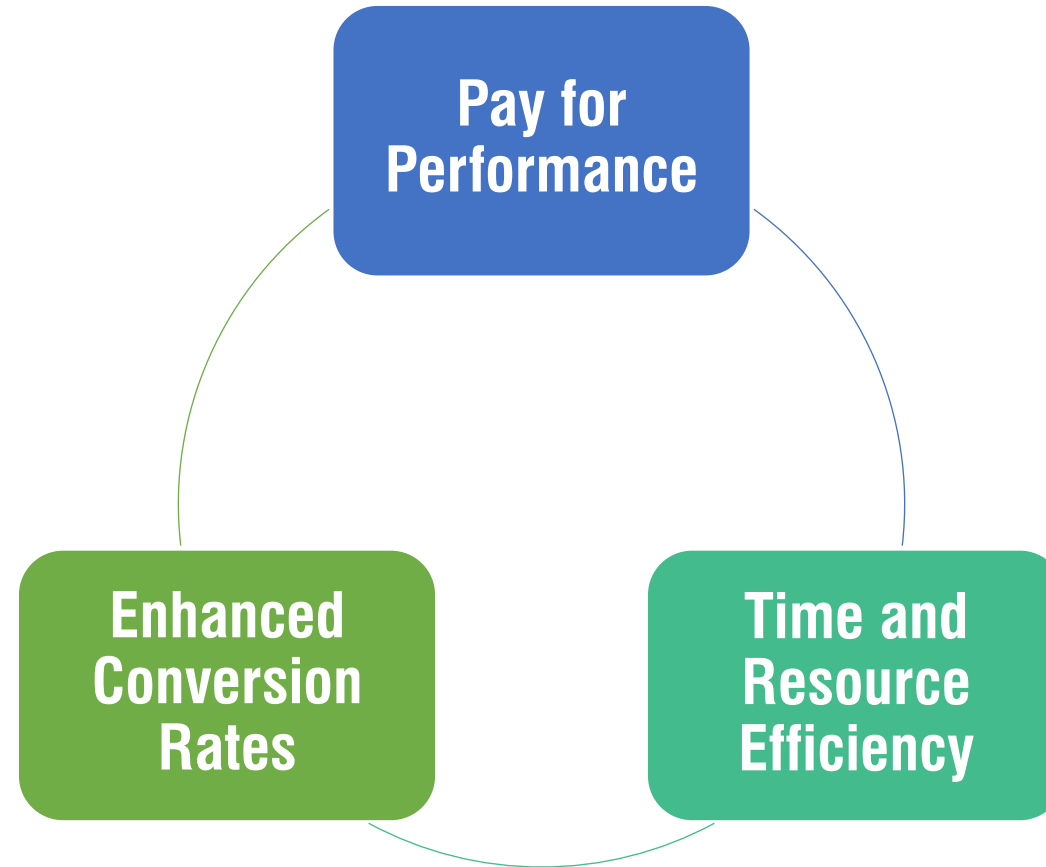
8. Qualified Lead Delivery
- Once the lead is qualified, all relevant information, including the transcript and Harmonic Analysis file, is delivered to your sales team, ensuring they have everything they need to convert the lead into a customer.

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ROBUST LEAD QUALIFICATION PROCESS

Client Benefits:

Pay for Performance

Enhanced Conversion Rates

Time and Resource Efficiency

WHY AOB INDIA QLEAD IS BETTER THAN CONVENTIONAL DIGITAL MARKETING LEADS

AOB INDIA Q LEAD

Higher Conversion Rates
- Leverage AI to generate highly qualified leads

Pre-Qualified Prospects
- Eliminate the need for initial screening

Speed to Market
- Accelerate lead generation and sales cycles

Expertise
- Over 10 years of experience in sales outsourcing and lead generation

Technology
- Cutting-edge AI and machine learning models tailored to your business needs

Results
- Proven track record of helping businesses achieve their sales goals through high-quality leads
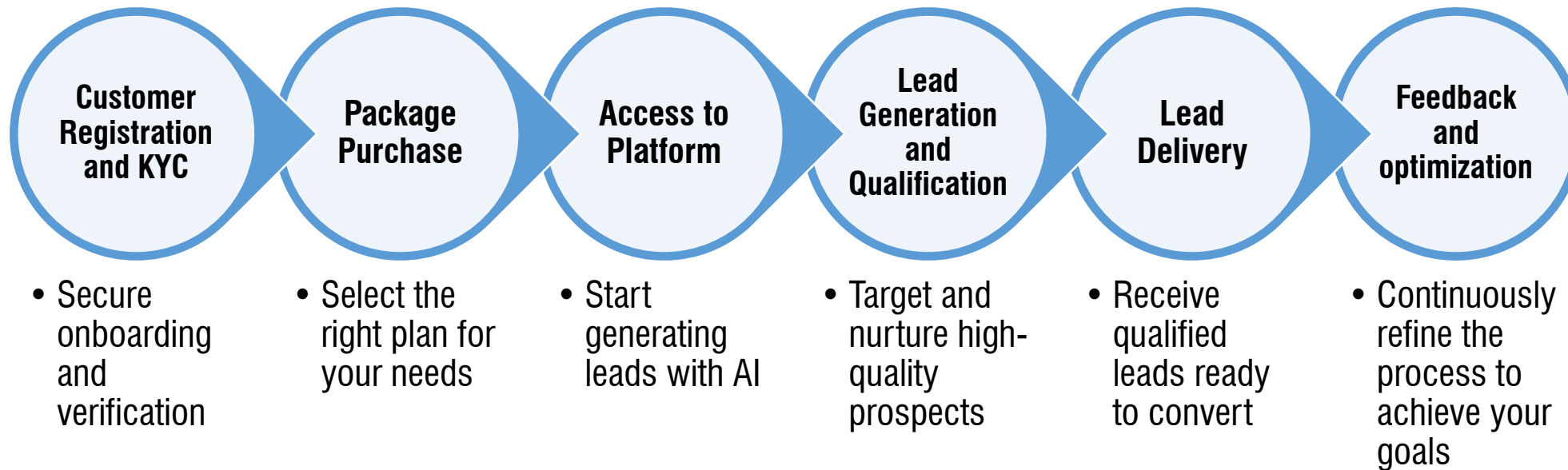
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YOU DON'T PAY FOR LEAD GENERATION;

YOU PAY ONLY FOR QUALIFIED LEAD!

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CLIENT PRE-ONBOARDING PROCESS – DISCOVERY PHASE

Business Essence Capture
- Deep dive into your business, goals, and challenges

Persona Development
- Create a detailed profile of your ideal customer

Lead Funnel Discussion
- Outline the customer journey and touchpoints

Lead Qualification Criteria
- Define the characteristics of a qualified lead

Agreement and Sign-off
- Review and approve the lead generation strategy

Payment and Lead Generation Commencement
- Initiate the lead generation process

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CLIENT ONBOARDING PROCESS – EXECUTION PHASE

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Customer Registration and KYC

Package Purchase

Access to Platform

Lead Generation and Qualification

Lead Delivery

Feedback and optimization

- Secure onboarding and verification

- Select the right plan for your needs

- Start generating leads with AI

- Target and nurture high-quality prospects

- Receive qualified leads ready to convert

- Continuously refine the process to achieve your goals

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COMMERCIALS

Initial Setup Fee: Our one-time platform setup fee is **Rs. 25,000**. This comprehensive fee includes:

Campaign Setup Costs	Lead Persona Building	Lead Funnel Setup	Lead Qualification Parameters Setup	One-Time AI Tools Deployment
Configuration & initialization of your personalized campaign	Crafting a detailed profile of your ideal customer based on your business needs	Establishing a structured pathway that potential leads will follow, enhancing the qualification process	Defining precise criteria that leads must meet to ensure they align with your targets	Integrating advanced AI technology to analyze & optimize your lead generation process

AOB QLEAD PACKAGE OFFERINGS

1. Accelerator Pack

Rs. 50,000

2. Expansion Pack

Rs. 100,000

3. Enterprise Pack

Rs. 150,000

AOB QLEAD PACKAGE OFFERINGS

Cost Per Lead and Examples:

Assuming the cost per qualified lead is determined at Rs. 5,000, here are examples of how many leads you can expect with various packages:

- Rs. 50,000 Package: Receive 10 qualified leads
- Rs. 100,000 Package: Receive 20 qualified leads
- Rs. 150,000 Package: Receive 30 qualified leads

These examples demonstrate how the number of leads increases proportionally with the size of the package purchased, allowing you to scale your lead acquisition in line with your growth objectives.

Flexibility and Scalability:

- Flexibility to start small and scale up as you see the results and refine your campaign strategies

- The more you invest in the lead packages, the more leads you can generate, enhancing your opportunities for sales conversions and business growth.
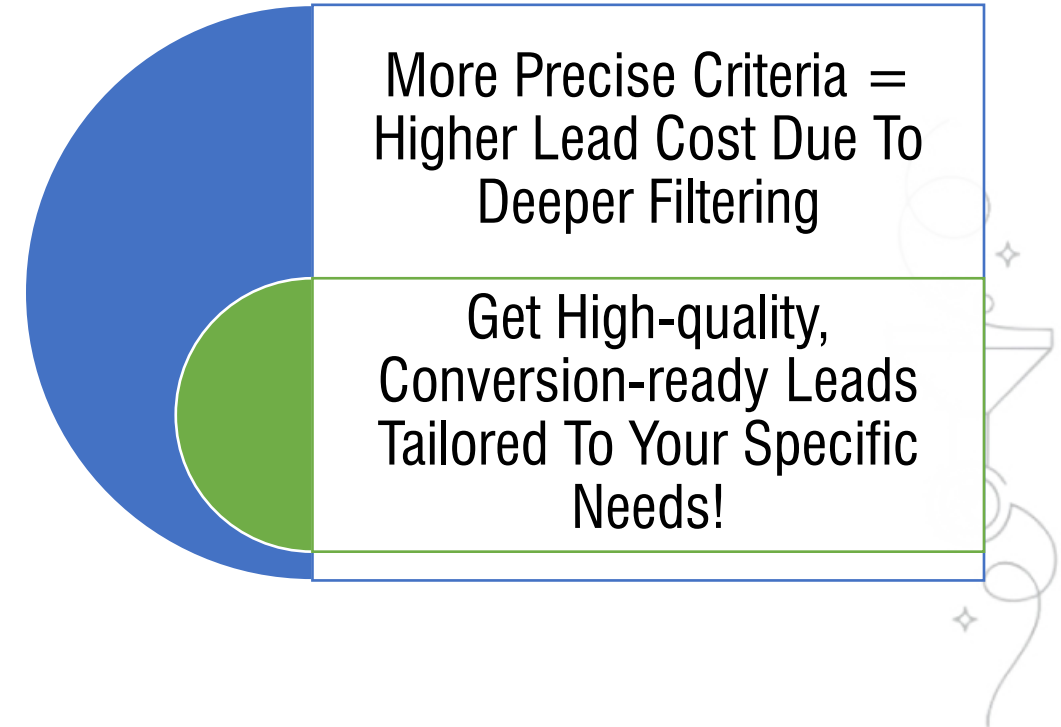
LEAD COST CALCULATION

Our lead cost is dynamically calculated using AI-driven tools that factor in multiple criteria to deliver the best value. Here's a quick breakdown:

Lead Qualification: AI analyzes each lead's profile based on:

- Demographics (age, location, occupation)

- Behavior (engagement, online activity)

- Intent (interest level, tone)

- Search Volume & Audience Availability: Limited audience or low search volume increases cost due to resource intensity.

- Market Competition: Higher competition raises lead costs as demand for the same audience grows.

- Real-Time Conditions: AI tracks market trends, seasonal demand, and bidding costs to adjust lead pricing dynamically.

More Precise Criteria = Higher Lead Cost Due To Deeper Filtering

Get High-quality, Conversion-ready Leads Tailored To Your Specific Needs!

THANK YOU!

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