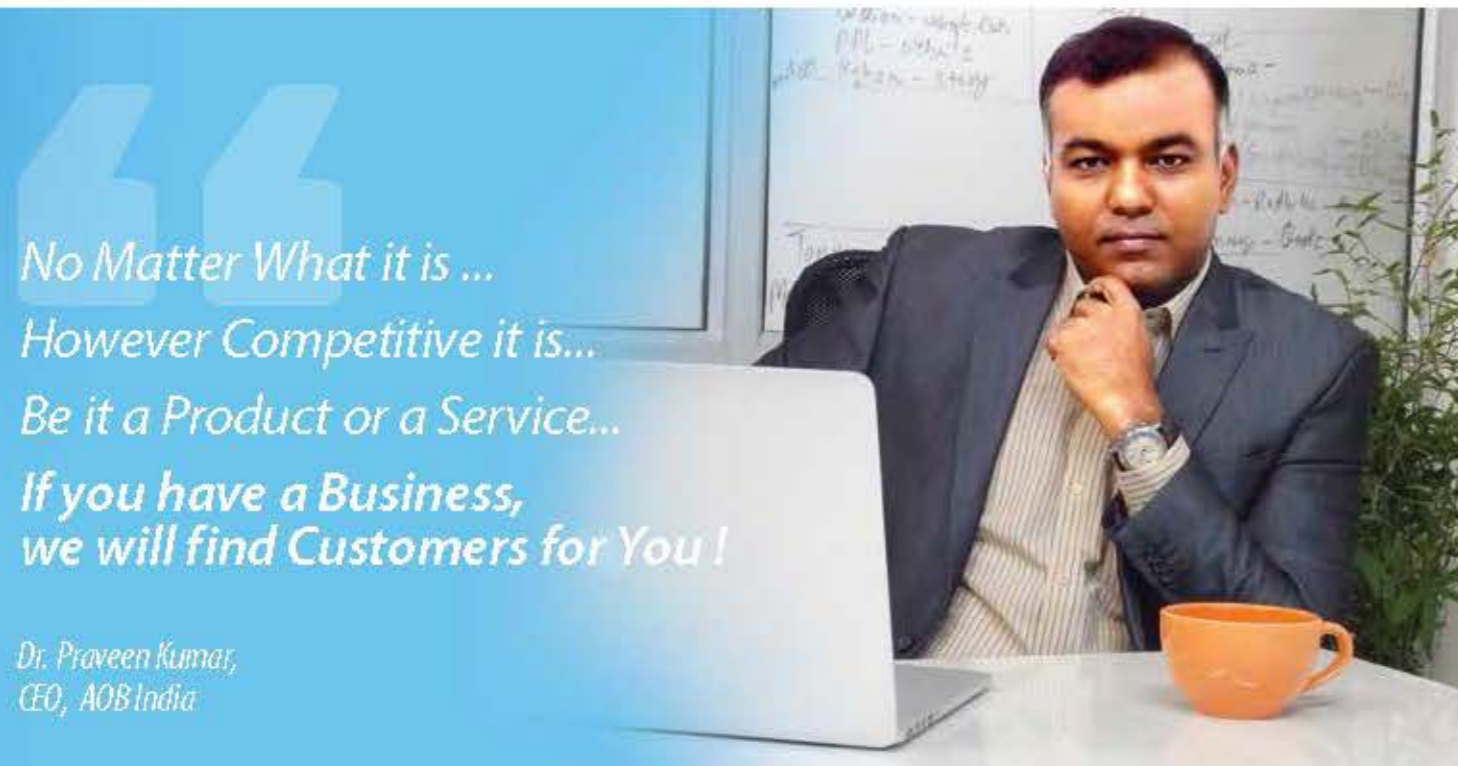


# AOB India:

## A 360-DEGREE SALES SOLUTION PROVIDER

By Deep shikha Singh



“No Matter What it is ...  
 However Competitive it is...  
 Be it a Product or a Service...  
 If you have a Business,  
 we will find Customers for You !”

Dr. Praveen Kumar,  
 CEO, AOB India

**T**he most common challenge a business faces is growth. How does a business grow? A simple answer to this is “by selling”. Yes, sales is the most important function for any business. It’s the true reflection of the performance of the company and the customers’ faith in its product/services. For years, businesses have been fighting to find that right sales team and strategy to improve sales. With time, sales has evolved and so is the sales process.

Today, we are talking about lead generation, target marketing, influencer marketing and digital marketing, just to name a few. Modern sales is driven by experts who understand current sales dynamics and also by specialized sales & marketing agencies that are well equipped to meet the market challenges and deliver results.

Headquartered in Delhi, AOB India is an effective sales lead generation and end to end sales management agency with years of experience in this domain. An organization operat-

ing on a number oriented approach, today AOB has successfully achieved 72 percent to 75 percent success ratio by successfully carrying out more than 120,000 sales closures and generating revenue of close to Rs 150 crore for its customers.

### Catering to a Diverse range of Customers with Unique Services

As a B2B and B2C lead generation and sales outsourcing company, AOB offers a host of services starting from consultation at the initial phase to pro-

viding marketing and communication solutions carefully crafted as per the needs of the customer’s company to closure of sales. Addressing the challenges and the fast evolving customer expectations, Dr. Praveen Kumar, CEO of AOB India says, “If we talk about Start-ups, they usually have less marketing budgets, poor branding, and supply chain/manufacturing issues, and most of the companies have good products but lack marketing and sales expertise. At AOB India, we help them to reach out to potential customers using online platforms and aggressive offline campaigns which help in directly engaging with the customers (B2B or B2C) to increase sales. When it comes to SMEs, the budget is still a constraint for them. AOB India always ensures that the return on investment that a client makes in marketing and sales is on the higher side. We address them differently as they have some presence in the market. We not only help them with market communication but also walk that extra mile and ensure a steady growth in lead generation and sales for our customers.” Speaking about the bigger corporate, Praveen adds, “Established firms come with challenges like expansion or new product launch. They always look for bigger reach with no geographical boundaries at least possible time. AOB India is probably one of the selected few agencies which is capable of recruiting, training and deploying any number of Sales Associates at any part of the country. Our digital reach, influencer marketing, mass lead generation and ATL capabilities have always found takers in bigger corporate, thus proving our capability of providing leads to sales team of any size across the globe.”

Representing its words with actions, AOB India offers 360-degree solution to its clients which includes Sales Outsourcing, Digital Marketing

Management, Sales Process Audit, Direct Sales, BTL/ATL Activity Plan-

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ning and Execution, Media Buying and PR Management and Influencer Marketing. The skills and expertise of AOB are very well reflected through the firm’s determination towards achieving the objectives of its diverse range of customers which includes corporate giants like Paytm, Hyundai, Keventers and BSE, IT Companies like Pramora, Prodios and ubrowser, App based businesses like Cube and Zomato, SMEs like Butterfly and Josh Machines, Start-up clients like Jarsh Innovations, Saatisfy, Fabrics, Codios and more. The firm uses multiple marketing and sales strategies to meet the sales objectives while attempting to help its clients by improvising their branding (online/offline), increasing the number of sales

channels, building new franchise/distribution network and employing Direct Sales Associates - be it B2B or B2C sales - in any segment or any industry.

### An Edge over the Rest

Since its inception in 2012, AOB India has been able to achieve some great numbers which has given the firm an edge over its competitors in the market. So far, the company has successfully achieved close to 121,000 sales closures and has generated sales revenue of total Rs. 150 crore for its customers. “Our customers’ growth is our milestone. We have helped many start-ups to grow and have established their name in the market. Similarly, we have helped software companies to get projects overseas. Their achievements are our milestones. Every time we meet the sales target for our customer, it is our turning point. Sales and marketing have changed and today, customers are looking for an agency that understands these changes and is able to work in a dynamic environment. We are target oriented wherein we don’t just stop at providing solutions but we walk that extra mile for our clients and ensure that their company sees a steady growth. These are some factors that contributed towards our growth.”

In the years to come, AOB India aspires to evolve as a leading player in APAC and South America region operating from Singapore. “We want to be a global company that has footprints everywhere. Additionally, we don’t want to restrict ourselves as sales outsourcing company. We are working on products and services which can further bring value to our customers in terms of sales. So, we are planning to launch our own digital properties where we can connect B2B and B2C customers,” concludes Praveen. 