

SALESPRO CONSULTING RAISES EQUITY FINANCING
FROM 3737 NORTH CAPITAL, A SILICON VALLEY BASED VC FIRM.

Founded in 2012 and Headquartered in Bangalore, SalesPro comes with deep and diverse experience in all aspects of demand generation. SalesPro's expertise lies in awareness generation, identification of patterns in prospecting, comprehending the buying psychology, and creating a data driven approach that prepares the sales teams in closing the deals effectively and efficiently

"By partnering with 3737 North Capital, SalesPro has become one of the first companies in the Demand Generation vertical to receive equity capital from a Silicon Valley based Venture Capitalist. We are confident that with this funding and partnership SalesPro will have the right team and resources to expand its global footprint."

"SalesPro realized the need to move away from conventional, nagging and insistent sales tactics that portrays sales personnel as harassers. In SalesPro, we shifted to a Customer-First ideology that emphasizes thorough understanding of end-customer needs, and how our Client's offering could benefit them. This changed our team's focus to cultivating relevant, well-directed, persuasive communication strategy", said the SalesPro CEO, Abhinav Sharma...

By implementing this unique approach, SalesPro has already been successful in catering to a diverse set of customers in verticals including to Healthcare and Life sciences, BFSI, Manufacturing, CPG, and PES. In catering to these verticals, SalesPro has build significant expertise in domains such as Artificial Intelligence (AI), Digital Solutions, IT infrastructure, Cognitive Computing, Analytics, IOT solutions and more.

SalesPro offers a 360 degree approach when it comes to data intelligence, strategic appointments, opportunity identification and account nurturing. Through this approach, SalesPro has helped clients in doubling sales opportunities and revenues.

SalesPro boasts presence in global markets including- North America, Canada, Mexico, Europe, Middle East, Africa, Singapore, Australia, India.

"We saw SalesPro help some of our portfolio companies achieve success from revenue generation standpoint, and that peeked our early interest in SalesPro. They impressed me with their approach to identifying patterns in prospect data, in-depth understanding of the buying behavior, and the ability to delicately close sales-transactions. We believe in the SalesPro team and therefore decided to invest and help SalesPro grow its footprint globally" -- Manpreet S Mattu, MD - 3737 North Capital

Manpreet also added - As a VC firm, our aim is to bring proven investment and operational expertise to startups in India, and help them scale their businesses globally, while furthering the core idea of business.

The endowment has taken SalesPro up a notch and is now magnified by opening our International office in the US. With this, the company plans to strengthen their brand image by expanding their team, customers and introducing new solutions.

Kejal Haria - President & Co-founder Salespro trusts that breaking convention through persuasion, persistence and original thinking, is the way forward. "We plan to chart out a map for global business expansion backed by a strong, goal oriented and dynamic team. With this funding we foresee a well-deserved and continuous growth for SalesPro.

As James Cash Penney says 'Growth is never by mere chance ; It is the result of forces working together.' Having said that, I am happy to share that we now have our very own office in the US. Watch this space for more, as we have very exciting news to share shortly."



'... a bold vision supported by focused execution can do wonders in realizing success for any initiative'.

Abhinav Sharma,
CEO & Co-founder
SalesPro Consulting Pvt Ltd.



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Manpreet S Mattu,
Managing Director
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