










**A process & result-oriented approach to marketing and demand generation.
Proven in some of the world's most challenging IT marketing environments.**



TSL Overview

-  **Founded in 1999 by technology B2B marketing and sales professionals with formidable experience on the other side of the table**
-  **18+ years of technology integrated marketing expertise world-wide**
-  **Approved marketing, demand generation and channel marketing agency of choice with top technology giants in India, North America and ASEAN**
-  **Fully Integrated Marketing Solutions**
-  **100+ marketing specialists in India and 200+ world-wide**
-  **1000+ successful marketing campaigns delivered in India 200+ channel partners engaged with for end-to-end co-marketing in India**
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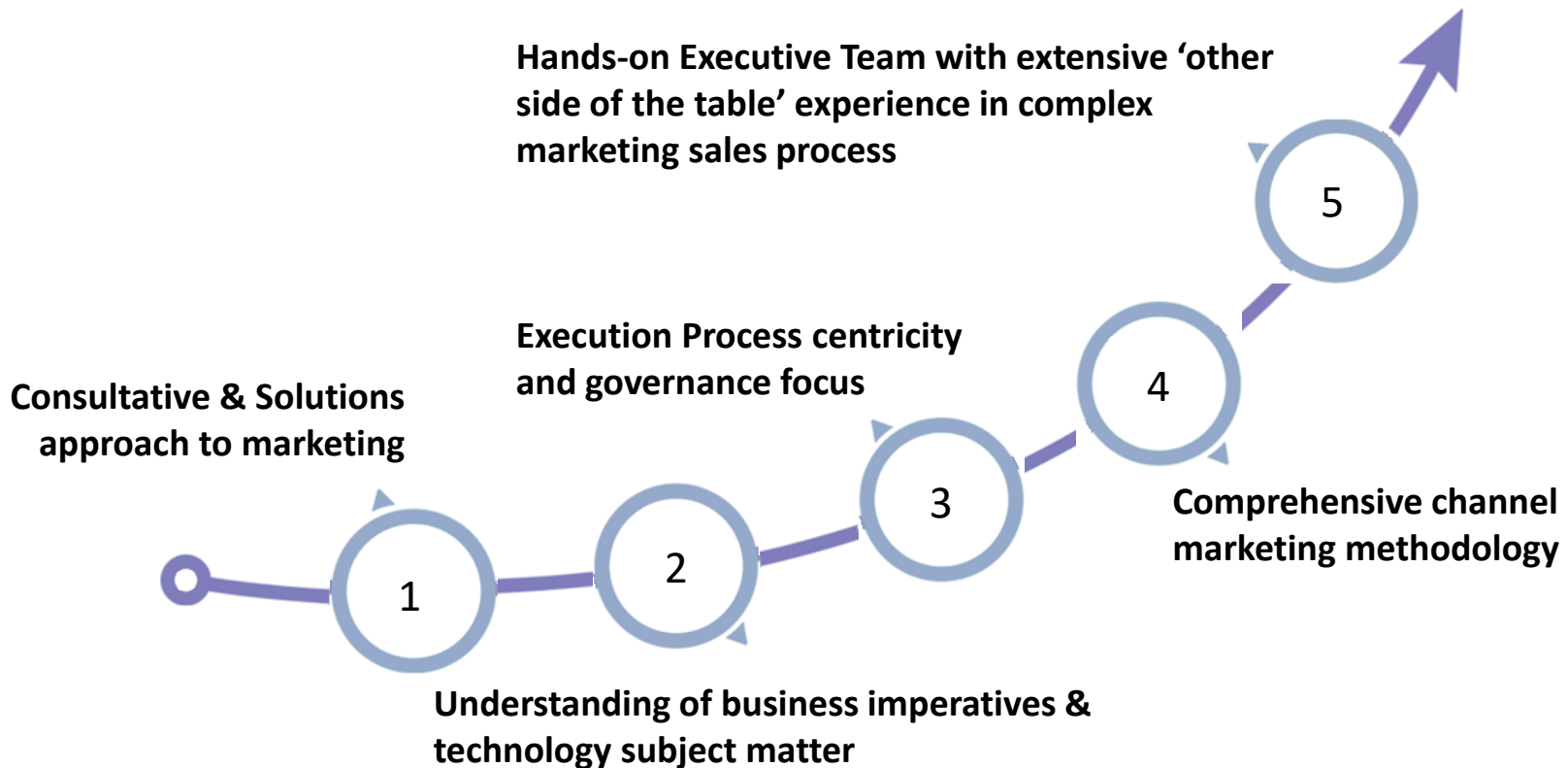


TSL India vision

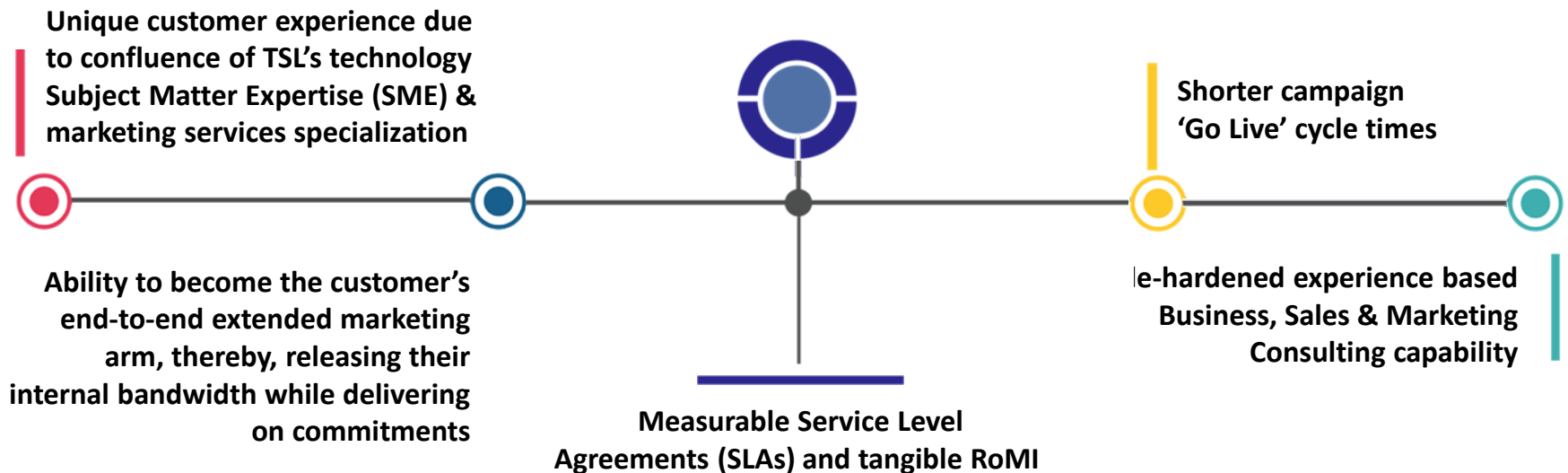


To add business value and deliver Return-on-Marketing-Investment (RoMI) as a strategic marketing partner of choice for technology companies

Our differentiators



Our value proposition

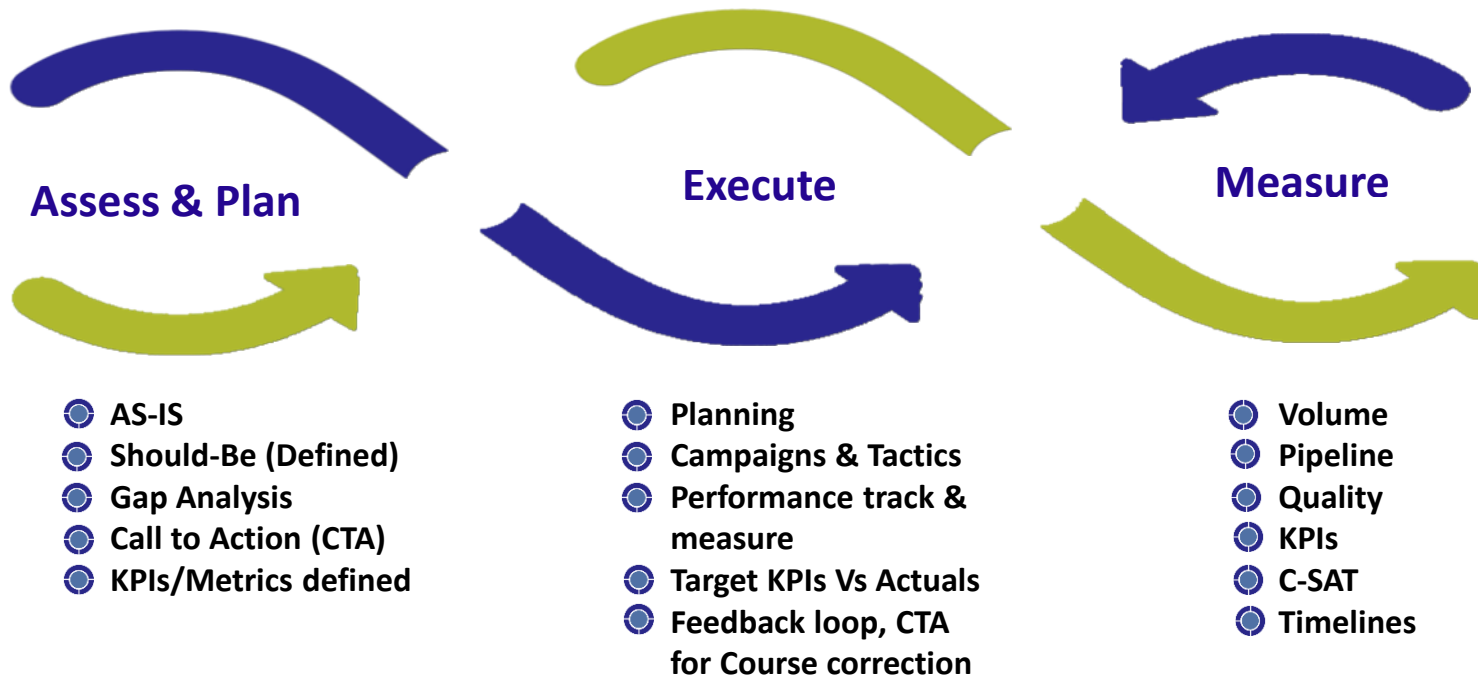




Why TSL?

-  TSL already has the process and the people to make your program a success.
-  E2E Channel Marketing mode
-  Understanding of and experience in End-to-End Technology sales process
-  Do what you do best- Focus on closing deals!
-  Global Solution
-  Process and methodology centric approach to managing programs
-  Complete footprint across industry verticals and technology horizontals
-  Building sales pipelines is ALL we do!
-  TSL executive team has extensive experience and understanding of technology sales

Our execution approach



8 core solutions for you

Marketing & Sales consulting, Workshops



TSL Services Portfolio

Channel Enablement

- Partner account management
- Profiling
- Recruitment
- Enablement
- Support Process set-up & Activation
- Pipeline build
- Capacity Planning
- Measurement, reporting & analysis

Data Profiling & Research

- Database creation
- Contact generation
- Database Cleansing, Append
- Contact profiling
- Account profiling & mapping
- Industry profiling & research
- Data Analytics
- CRM Integration
- Email append

Tele Services

- BANT qualified Lead Generation
- Appointment Setting
- Inquiry Management
- Event Audience Drive
- Inside Sales Support
- Lead Nurturing & Progression
- Awareness & visibility creation
- White paper Marketing
- Webinars

Digital Marketing

- Website assessment
- Website design & development
- SEO
- Microsites & landing pages
- Creative & IT Services
- Social Media
- Marketing Branding
- Content Creation & marketing
- Email Marketing
- Marketing Automation
- Pay-per-Click advertisements






Consulting Services

- Strategic Sales consulting
- Key Account management
- Digital marketing Workshops
- Sales workshops
- Marketing Plan Creation & management
- Sales Playbooks
- Negotiation skills workshop
- Communication & Presentation skills workshop






Our 4 key offerings

Data profiling & Research

-  Database creation – by geography, by industry vertical, by company, by Persona
-  Contact generation – by Name, Title, contact details and Email address
-  Data cleansing & append
-  Profiling & mapping – Contacts, Accounts & industry verticals
-  Data Analytics



-  Data Entry – CRM and other platforms
-  In-house repository of 500K+ contacts
-  250+ campaigns successfully executed
-  Dedicated organization of data and research analysts
-  Primary-Secondary-Tertiary modes of search

Lead generation

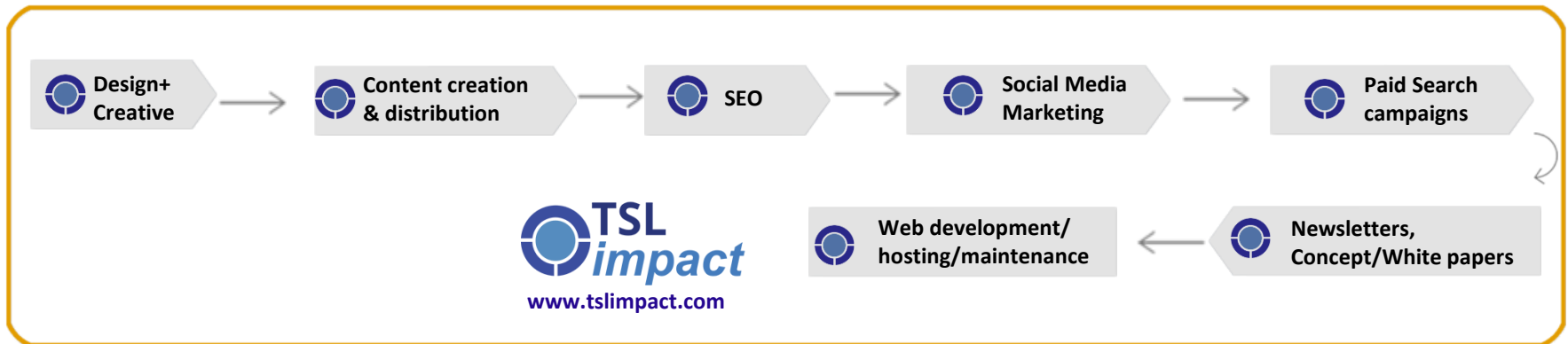


- Lead generation via Tele-outreach
 - › BANT, AN, AI
 - › + Eco-system intelligence for each lead
 - › Lead report for each lead
- Leads handed over facilitation conference calls
- Consultative and probing approach to lead generation
- Database included as part of campaign
- Committed SLA per month and for the campaign duration
- Nurturing & Progression support to ensure no lead is left behind
- Lead generation via Tele-outreach
 - › Focused Governance
 - › Call guide & script created by TSL
 - › Review & feedback mechanism

Quality, and not just volume of leads, will determine RoMI

Digital marketing

Brand visibility, positioning, inbound pipeline



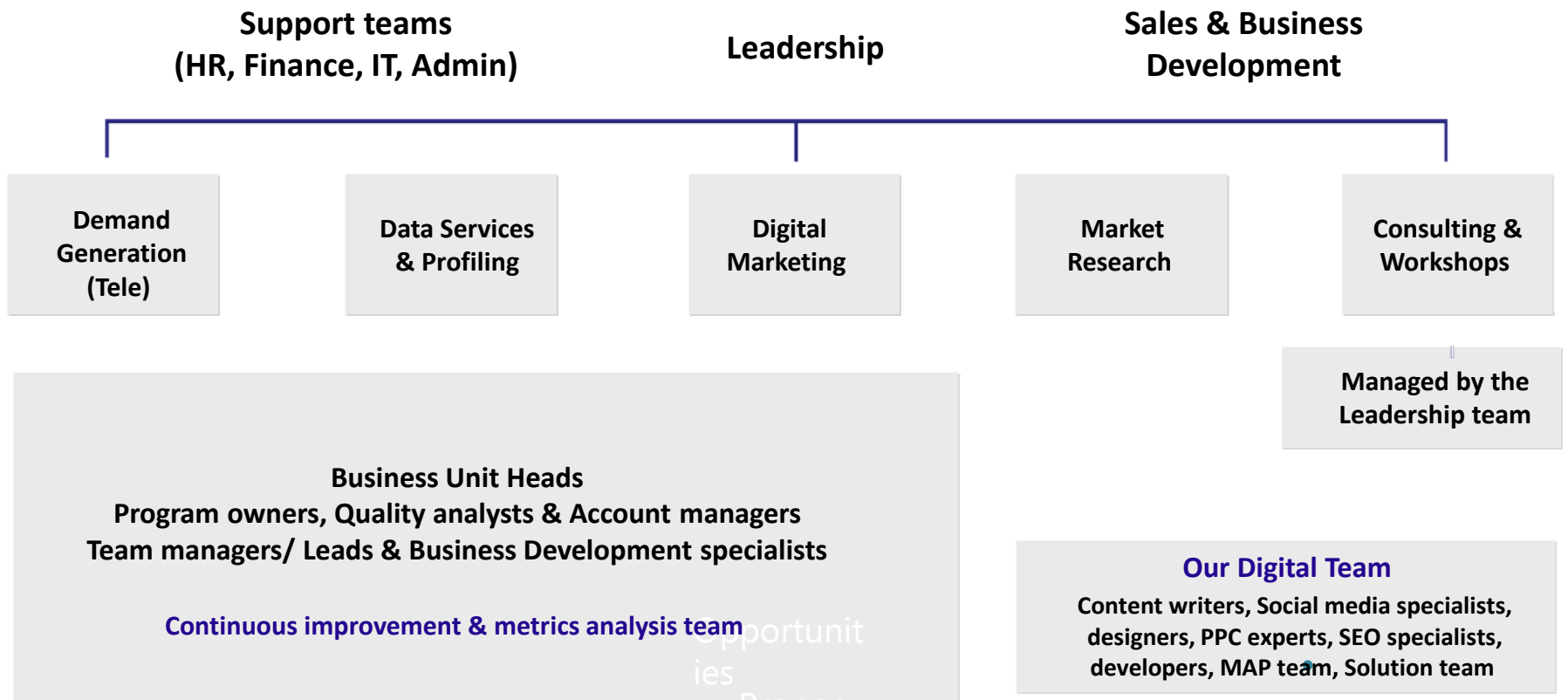
Comprehensive digital presence enables you to differentiate your company and help establish thought leadership

Channel marketing



Ensure committed mind & wallet share of your business partners for a wide channel eco-system footprint

TSL organization structure







Thank You