



Sales & Marketing Consulting

If you want to understand more,
Book an Appointment with us,
Please call: **+977-1-4491414**

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Sales growth requires consistency, time and dedicated sales resources. Outsource your Sales & Marketing functions to KFA and we will help you build your **BUSINESS MOMENTUM**.

The best reasons to outsource your Sales & Marketing jobs to KFA is mentioned as below:

1. Reduction in fixed cost to hire Sales & Marketing Team, in-house.
2. Freeing the time of your in-house employees involved in sales
3. Improvement of analysis and planning (consistent opportunity creation)
4. Acquisition of knowledge and experience (KFA's long experience and rich pool of experts and consultants)
5. Strategic value (building pipeline)
6. Innovation

OUR APPROACH

Our approach is to make sales & marketing align, in order to provide a perfect strategy for growth.

KFA is contributing through Training, Education and Consulting Initiatives since July 2001 AD.

THE PROCESS

Having worked with companies from a variety of industries, we know how important it is to have sales and marketing aligned, and working towards shared goals.

A CUSTOMIZED APPROACH FOR EVERY BUSINESS

We use tried and tested Sales & Marketing Strategies/Models to communicate with your prospects. We offer a flexible approach so that you can choose which services (what channels) you want to use to communicate with your audience and our strategy works.

- Our integrated marketing/sales strategy is personalized for each partner to ensure we can achieve your goals.
- Strategy that aligns sales and marketing
- Target to approach both dormant customers and develop new prospects.
- Demand Generation feeding through Account-Based funnel

What makes our approach stand out from other customer acquisition tactics is our commitment to long-term customer relationships and a strategic mindset.

OUR SERVICES:

- a) Formulation of Sales & Marketing Playbook/SOP
- b) Market & Price Research
- c) Current Market and Competition Analysis
- d) Prospect Profiling & Sales Process
- e) Increase Sales, which is the most important for your Organization

KFA's Proprietary 'Sales Tracking System (STS)':

KFA's tested and tried, robust online tracking system called "Sales Tracking System" (STS) is a very useful tool to track and update Sales Process. This System can be customized according to your products, which can support in several ways to rate sales potential and assess where the prospect is in the buying cycle so that we can prioritize contact and ensure that they get the right information at the right time.



Our focus areas will be on:

- i. Effective Segmentation
- ii. Strategies to building Sales Pipeline
- iii. Following structures Sales Process
- iv. Keeping Customer Data Base Secure
- v. Referencing Model
- vi. Retaining existing customers
- vii. Customer Retention

Lead Generation Strategies

- a. B2C & B2B Telemarketing
- b. E-mail Marketing
- c. Social Media Marketing
- d. Implementation of SEO methods

MARKETING COMMUNICATION/ PROMOTION

Coordinating with existing Advertising Agency or exploring the new one to come out with Integrating Marketing Communication Strategy by following below-mentioned Promotion Strategies:

- Above the Line (ATL)
- Below the Line (BTL)
- Through the Line (TTL)
- Any other relevant Marketing Channel

Customer Satisfaction Surveys

Customer retention is vital to the long-term sustainability of any business. But keeping customers satisfied for long term is often one of the biggest challenges. Our Customer Satisfaction Surveys are simple, easy to navigate and are conducted by a team of professionals.

