

# Inside Sales The New Cool

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@InsideSalesBox

# What is Inside Sales?

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Lead Gen, Social, Research, Appointment Setting, Call Center?

It is Sales. Period :)

- Done Remotely
- Done Scientifically with Data
- **The Future**

# India and Inside Sales

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Started as B2B BPOs (Early 2000s)

IT industry adopted (Late 2000s)

SAAS in the new in thing

LinkedIn  
Profiles

12227  
Dec - 2015

**Current Company** ^

☐ All

☒ Dell (538)

☒ Oracle (128)

☒ Ameyo (26)

☒ RateGain (11)

☒ Freshdesk (5)

**Industry** ^

☒ All

☐ Information Technolog... (425)

☐ Computer Hardware (110)

☐ Computer Software (38)

☐ Marketing and Advertisi... (24)

☐ Computer & Network S... (13)

**Past Company** ^

☒ All

☐ Dell (219)

☐ Oracle (83)

☐ Hewlett Packard Enterp... (17)

☐ Wipro Infotech (14)

☐ Convergys (10)

# Opportunity

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India is all set to become a  
product nation

and we would need  
Awesome Sales Reps

Mostly selling to US / UK

*“I predict starting  
2016, we will hear \$3-  
4 billion product  
companies coming out  
of India every year.”*

*Bhanu - Rategain*

# Future

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## Specialization -

Sales Development

Social Prospecting

Account Development

Closure

Customer Success

## Skills -

Curiosity

Empathy

Writing

Drive

Tools

*We should see marketers, product managers and entrepreneurs coming from the Inside Sales community soon.*

# Thank You

Happy to Connect :)

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