

About Us

Guna International is a lead Generation and appointment setting organization dedicated to helping clients increase their revenue, close the gap between marketing and sales, improve sales pipeline, and provide a substantial return on investment. Our appointment setting programs are very effective at generating leads to be converted into qualified business opportunities by your field sales organization. Our customers benefit from improved financial performance, increased predictability in their results, and greater focus on closing revenue for their core business. The quality of meetings scheduled with your targets is our #1 focus and an important point of differentiation from most of our competitors. We work with a variety of companies, including dynamic start-ups, mid-market organizations, and industry-leading technology companies. Our experienced telemarketing team is experienced with uncovering all levels of contacts, from managers up to C-level executives, within these functions: IT, Marketing, Sales, Operations, Public Relations, Human Resources, Finance, Legal, Investor Relations, and more.

Since 2006, we have executed over 1000 demand creation campaigns and managed over 500 unique appointment setting programs. The majority of those have been IT Lead Generation focused. We have helped our diverse B2B clients create millions of dollars in net-new sales pipeline and new growth opportunities, through qualified introductions and meetings within the following market segments: Information Technology, Healthcare, Finance, Telecommunications, Utilities, Manufacturing, Retail, Education and State and Local Government. In 2015-16, our appointment setters provided over 1,000+ face-to-face and/ conference call appointments for our clients.

Our Mission is simple

We create revenue growth opportunities for our B2B clients through qualified introductions and meetings for their sales team. Our B2B lead generation success, including IT lead generation, comes from several different factors:

- Our appointment setters are highly skilled and successful in the art of lead management and lead nurturing.
- Our targeted lead generation processes secure more conversations with the right tele prospecting targets in order to help you sell more of your products and services.
- We partner with our sales outsourcing clients to ensure we understand their offerings and can help them create a compelling value proposition and demand creation strategy to gain the attention of their target audiences.

Combined together, this proven B2B lead generation experience and effective collaboration with our clients creates the results and the valued outsourced sales pipeline opportunities your company needs to meet its growth and sales goals.

What we do

As a professional sales and marketing firm, we provide customized outsourced sales and integrated marketing services. Guna International is not your typical vendor. We work hard to maintain a working partnership with each client; in order to develop, manage and deliver successful sales and marketing programs. Part of building any effective process for client campaigns is establishing and coordinating the expectations of the marketing team, the sales force, and the management team. We work closely with each client to establish their appropriate sales processes, customize the sales strategy, define the target audience and incorporate lessons learned into more proficient and better quality lead development programs. Optimizing the overall sales process requires attention to detail, experienced resources, and people dedicated to achieving our client's objectives. We become our client's elite outsourced sales team. As an extension of our client's sales team, our highly qualified and experienced appointment setters and demand generation specialists have proven ability to uncover important and valuable new prospects and develop a strong pipeline of net-new sales opportunities.

Our Services Framework

An appointment setting program is based on your company's unique value proposition, products or solutions, and target audience. Each program is fully customized for you at a fixed monthly price. The broad framework is as follows:

- Dedicated resources to your campaign- Fully trained in your value proposition. Each Guna Inside sales professional becomes an extension of your sales team.
- Custom List Development- Will enable a targeted approach: We will build out the a custom B2B contact list as part of the Service.
- Demand Generation & Senior Executive Level Appointment Setting.
- Lead Handover- Integration with your field sales team and lead assignment using your company's CRM system, if applicable.
- Quality control processes- with dashboard and weekly and monthly reporting.
- An assigned sales manager who provides a management overlay for our telesales agents, plus full project management.

Pricing Model: Lead Generation & Inside Sales Only

Monthly Rate	Lists	Leads/Appointments
\$ 2400	Included	5 - Higher
\$ 3200	Included	7 - Higher
\$ 4000	Included	9 - Higher
\$ 5000	Included	14 - Higher

Contact

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