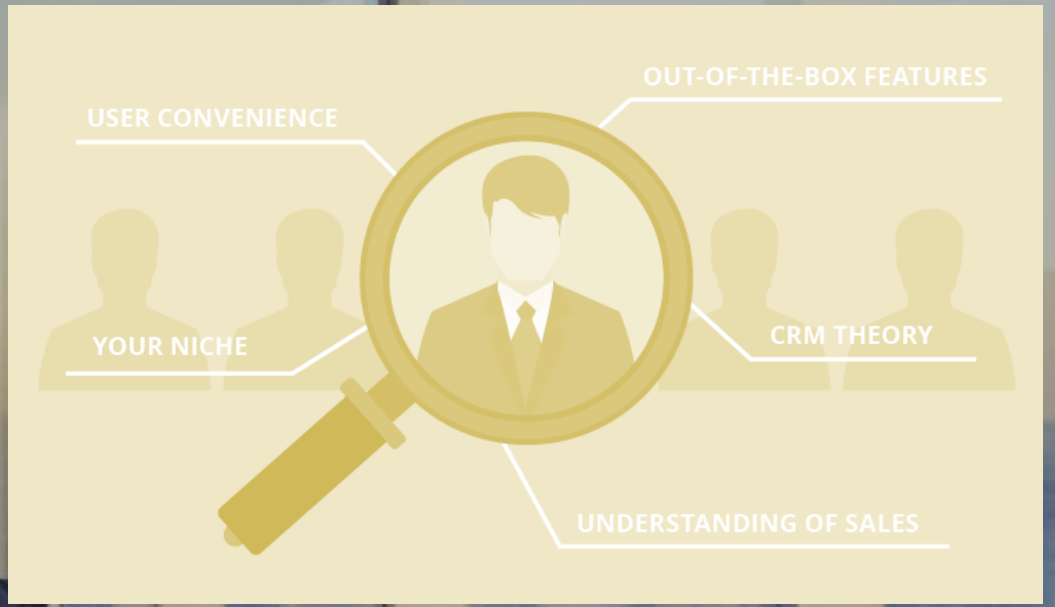
Helping Tech Startup, SAAS/Cloud companies, software development houses, Consulting Houses grow faster than the market.

- ✓ Persuasive ideas for growth
- ✓ Accelerating your growth
- ✓ Connecting businesses, ideas, and people for greater impact
- ✓ Developing solutions for the future
- ✓ Goal-oriented campaigns



Sales Consultancy

Our Sales Consultancy will Solves Business Problems of Helping Tech Startup, SAAS/Cloud companies, software development houses, Consulting Houses.

- ✓ Client Centric
- ✓ Professional excellence
- ✓ Collaboration

Cognitive Convergence
http://www.cognitiveconvergence.com/
shahzad@cognitiveconvergence.com
+1 4242530744

About Us

Cognitive Convergence is a subject matter expert in Sales Consulting. Our certified and experienced consultants will create custom, robust, an d scalable campaigns for tech companies as per their diverse business needs.

Our vision is to help clients in targeting right audiences to close more sales deals.

We help to

- Pivotal extension of your brand's identity.
- Increase networking with target audience by reaching them on the appropriate medium
- Drive customer engagement
- Enhance social reach
- Organic social posts.
- Content creation, including infographics, videos, etc.
- Sales Performance Improvement
- Sales Curriculum Development
- Start more interesting sales conversations.
- Close more sales without discounting or complicated negotiations.
- Move deals forward reliably and consistently.

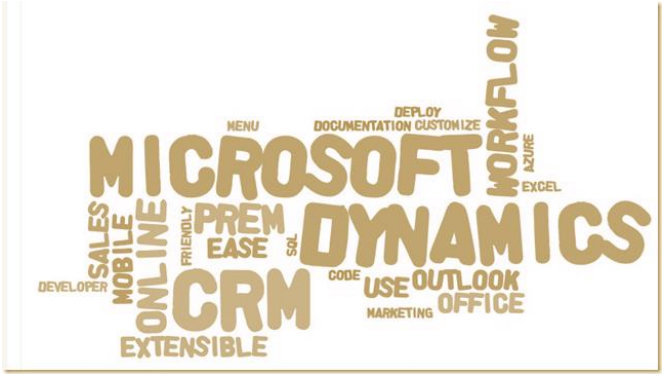
Current Location: Lahore, Pakistan

Planned Front-end Office: California/Washington States- USA

Sales Consultancy

We help our clients set their strategic direction, develop their marketing and sales capabilities, and connect their organization to realize the full potential of today's omni-channel opportunities.

- ✓ Understand the sales psychology needed to consistently reach sales goals
- ✓ Effectively prospect and maximize a thriving pipeline
- ✓ Quickly build rapport and align with anyone at anytime
- ✓ Understand the skills needed to become a true value-based seller
- ✓ Create win-win solutions



Our Target Market

Geographically:

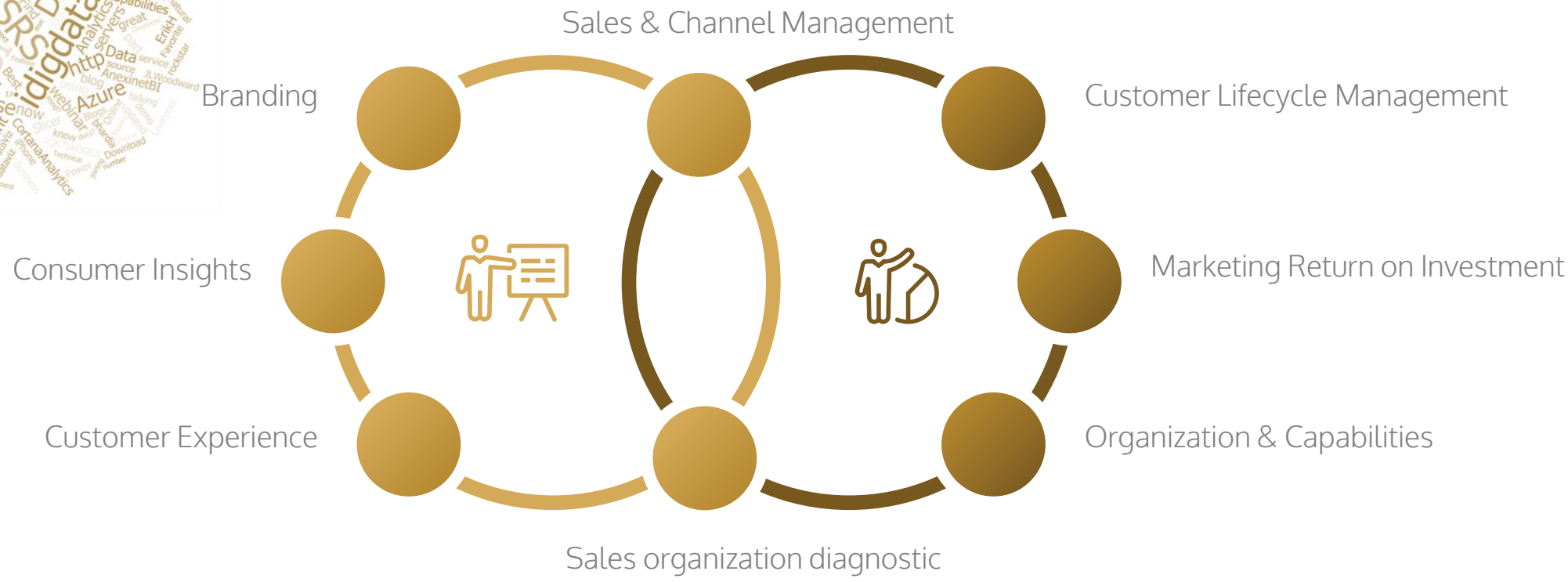
- ✓ United States of America
  - Targeting California and Washington – the hub of software industry
- ✓ Europe

Vertical Targets

- ✓ Dynamics 365 consulting companies
  - Understand a company's business and technology goals, select appropriate strategy
- ✓ BI/analytics
  - helped hundreds of companies integrate cloud opportunities into go-to-market strategies, M&A & more
- ✓ SAAS companies
  - Consulting Services for SaaS/XaaS Companies
- ✓ Tech Start-ups
  - Tech startups so as your company grows, your sales processes will too
- ✓ Cloud consulting companies
  - Analyze your current systems and requirements to help you find th e most cost-effective and efficient cloud-based
- ✓ Software development houses
  - We help companies sell their Software, SaaS, services or products

Our Services

Take on industry disruption with our sales consulting experts. We help build world-class sales and service organizations and prepare them to take on the evolving marketplace.



Branding

Digital technology has brought together objective analysis and broad experience so clients can create and manage great brands. Establishing a name in this competitive market is getting tougher day by day. We help tech companies to improve their branding so they can surge their sales process more smoothly.

What we do

- ✓ Making brands matter
- ✓ Optimizing brand portfolios and architectures.
- ✓ Delivering the brand promise at all touchpoints.
- ✓ Building client capabilities.
- ✓ Tracking and sustaining impact.
- ✓ Strengthen brand and market position through streamlined marketing communications
- ✓ Develop a brand tracking and management system to boost quality control

Consumer Insights

Consumer insights helps translating visions about customers into concrete business ideas and profitable growth. We partner with o ur clients to discover and explore motivations that drive customer buying behavior through their purchase decision journey.

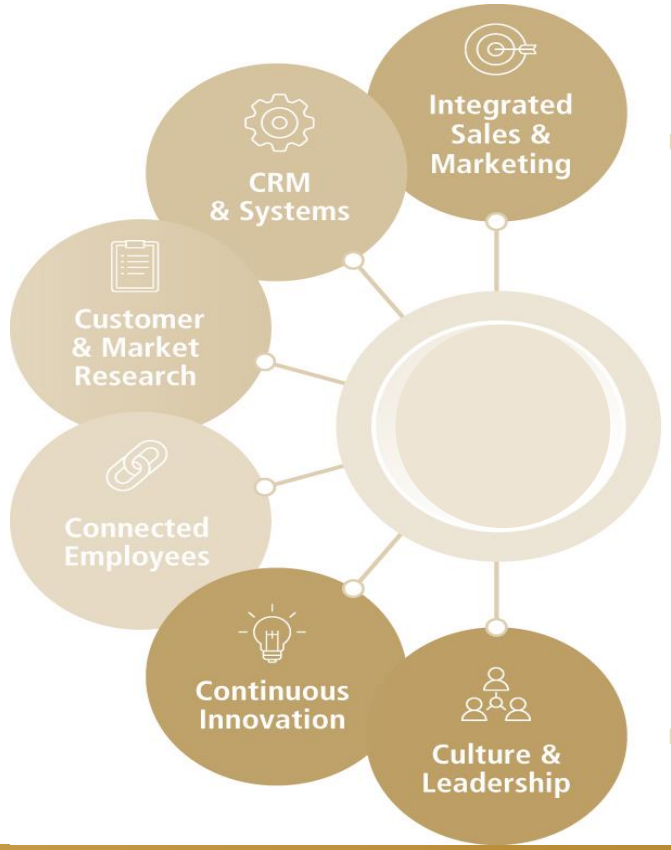
What we do

- ✓ Generating customer insights through qualitative research
- ✓ Segmenting for strategic decision making and growth
- ✓ Conducting conjoint analysis to provide in-depth customer insights
- ✓ Revealing the stages and touchpoints that influence consumer brand choices
- ✓ Enabling effective prioritization and coordination of marketing and product development activities
- ✓ Generate a 360° view of their customers

Customer Experience

We partner with our clients to deliver superior experiences, value, and growth, by focusing on their most important asset: their customers.

Our strategy is to:



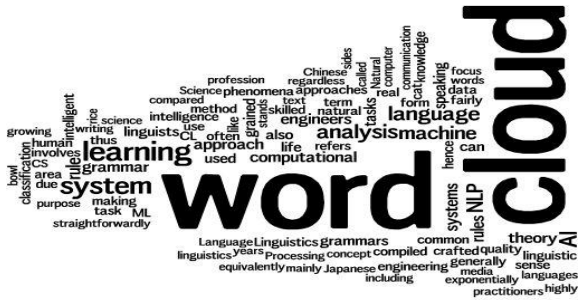
- Focus on the total customer experience
- Develop a tailored experience for each unique customer
- Align customer and corporate strategy
- Program management
- Simplify, automate, and virtualize
- Create role-based dashboards

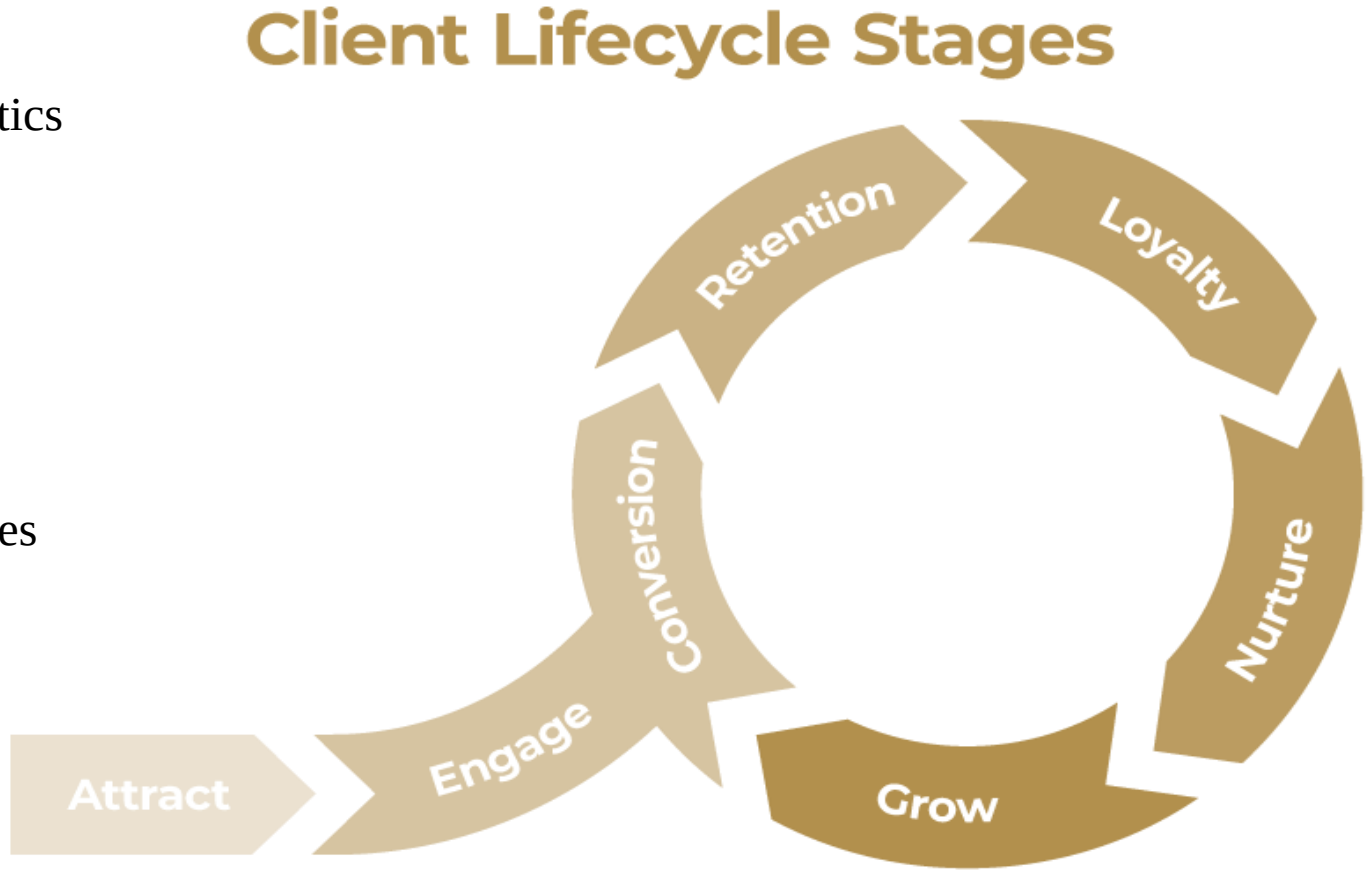
Customer Lifecycle Management

You may excel at creating great products and staying on top of the latest technology advances. But dedicating resources to manage every customer touch point can slow down your innovative goals. We provide the important Insights and necessary tools to help te ch companies increase the satisfaction and value of their customers.

What we do

- ✓ Driving customer lifetime value through deep analytics
- ✓ Optimizing loyalty programs
- ✓ Implementing front-line transformational change
- ✓ Supply Chain Management
- ✓ Channel Management Services
- ✓ Product lifecycle management - Deployment Services

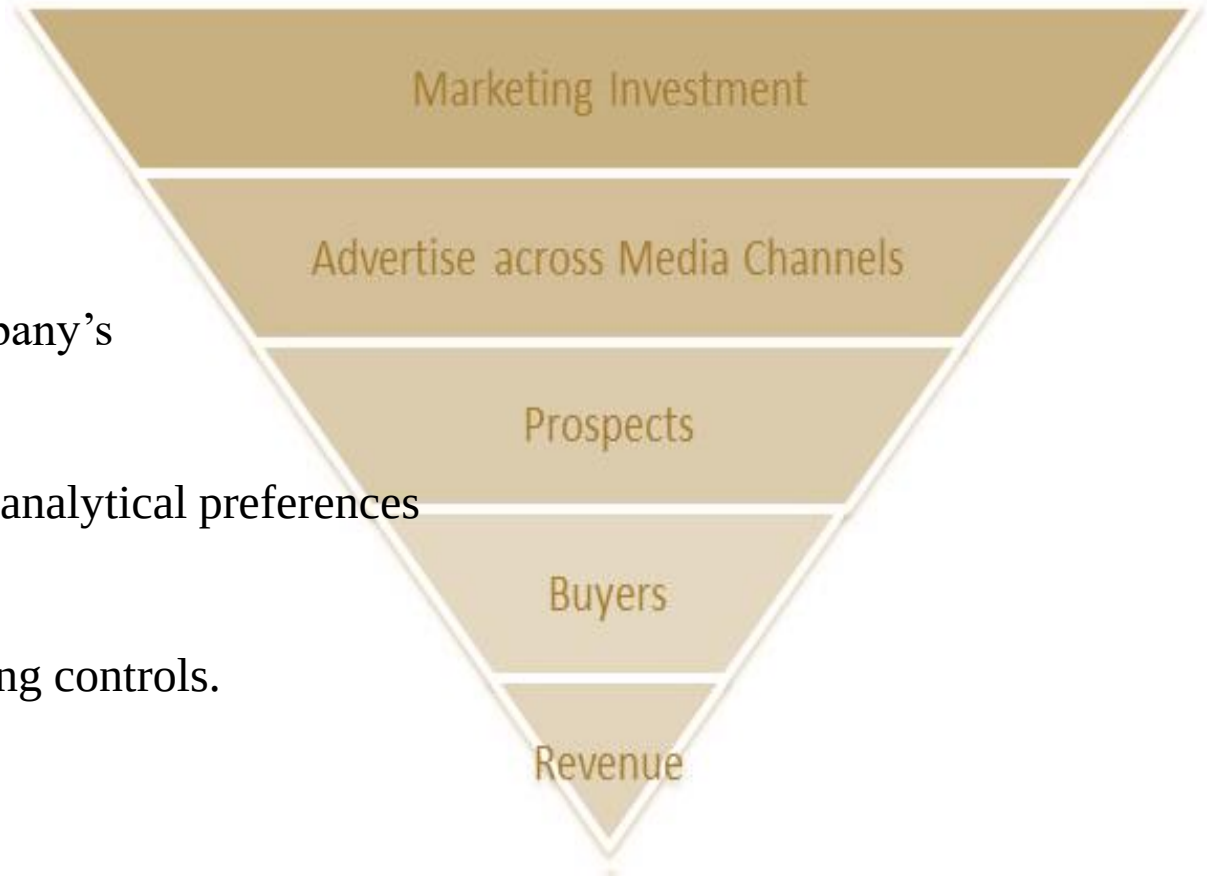




Marketing Return on Investment

Whenever you launch a marketing campaign, it is ideal to test whether the cost of the project is helping or hurting your company.

We help the tech startups to achieve exceptional return on investment for any campaign they run for their tech solutions/apps/products.



What we do

- ✓ Identifying marketing opportunity
- ✓ Ensure enterprise-wide spend allocation is aligned with the company's strategic priorities
- ✓ Pick an approach based on business needs, data availability, and analytical preferences and stick to it.
- ✓ Optimize marketing spend through lean techniques and purchasing controls.
- ✓ Optimize the marketing mix
- ✓ Excel Written Content

Organization & Capabilities

Organizational capabilities allow the Tech/SaaS/Cloud companies to maximize their performance and achieve their goals on time.

We work with clients to build capabilities that help them grow and sustain high-performing organizations.

Our services

- ✓ Clarifying the role of marketing and sales
- ✓ Taking marketing “beyond the marketers.”
- ✓ Designing the optimal organizational model
- ✓ Cloud Services, Cloud Migrations and Cloud Support
- ✓ Flexible Deployment Models
- ✓ Quantify the outcomes
- ✓ Classify and visualize the service
- ✓ Understand the opportunities (market spaces)

Sales & Channel Management

Sales channels provides different ways a company can promote its products to their customers. There are multiple options for sales channels: online, traditional retail, face-to-face or other direct sales methods. We help clients make lasting improvements to the effectiveness of their sales investments and interactions with customers across all channels to drive sales growth.

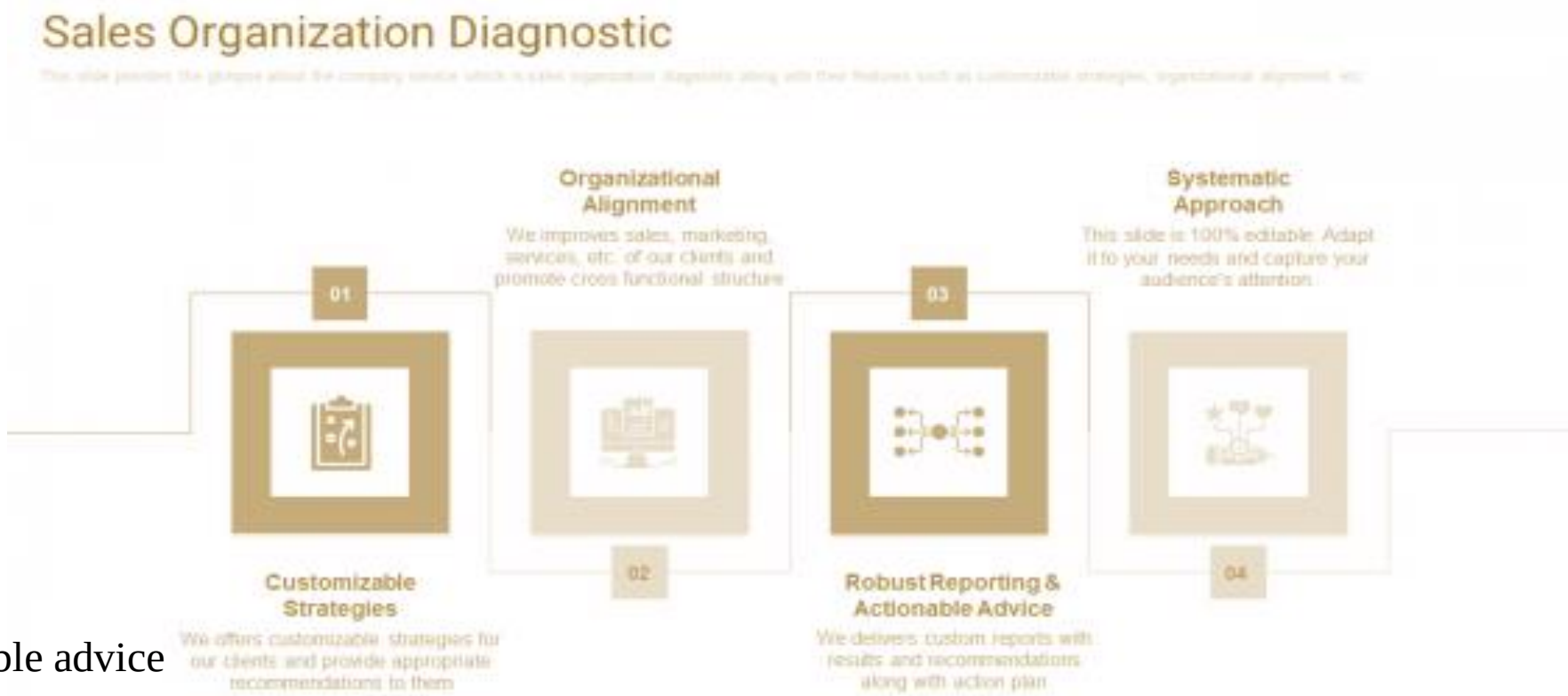
Our technique

- Optimize return on sales investments
- Find and capture leads of "granular growth."
- Align sales channels in a multichannel world
- Build high-performing sales force
- Address obstacles first-time of their occurrence
- Use metric to sales success

Sales organization diagnostic

Our strategy:

- ✓ Plan customizable strategies as per client’s requirements
- ✓ Organizational alignments
- ✓ Agile compensation with objectives
- ✓ Balance incentives
- ✓ Reduce sales turnovers
- ✓ Use systematic approach
- ✓ Provide robust reporting and actionable advice

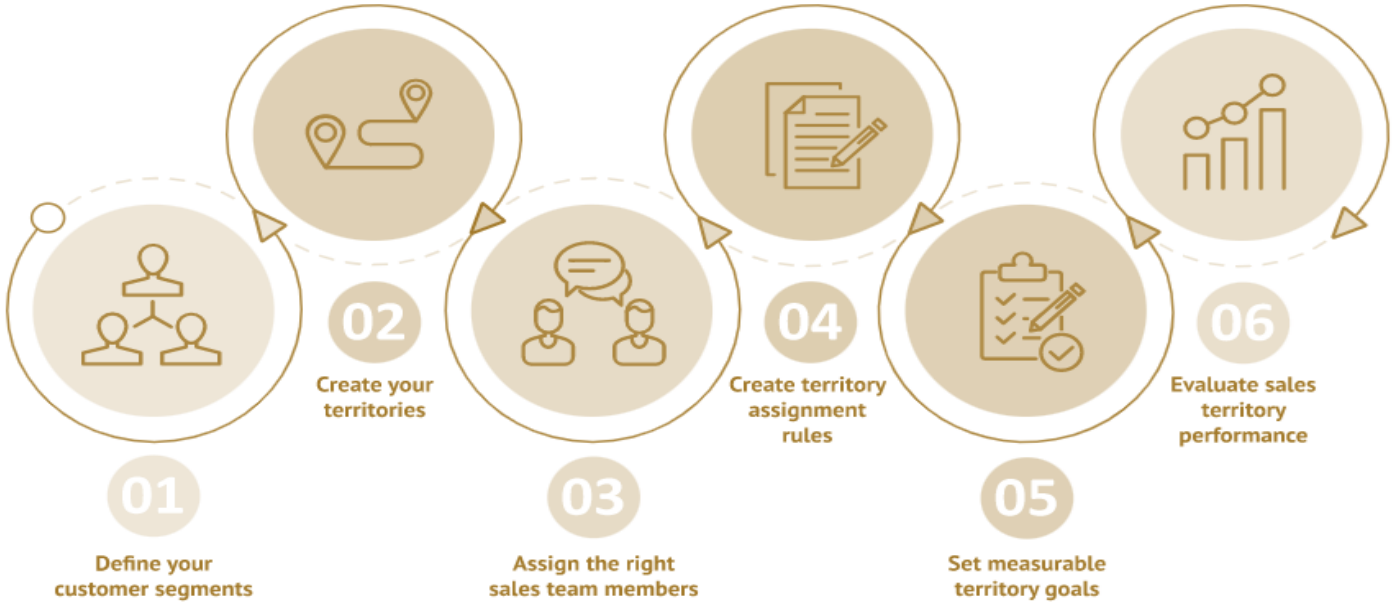


Sales Territory Alignment

Sales territory management is the process sales teams use to assign leads or accounts to specific salespeople bas ed on geography, industry, product, or account size for more efficient follow-up.

Our services for sales territory alignment are:

- Identify necessary plan improvements
- Plan and develop growth strategies
- Drive sales rep engagement
- Train and support sellers to support territory management



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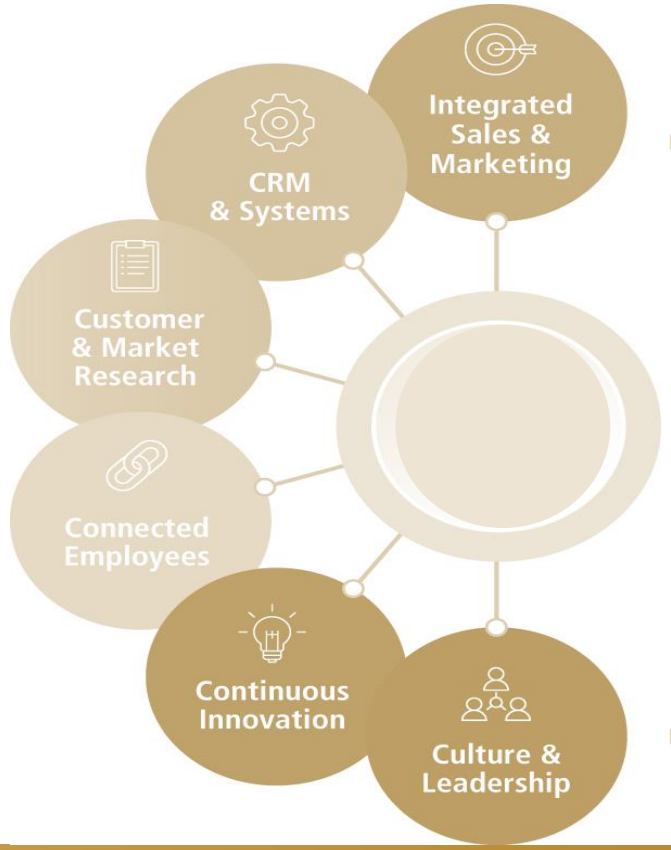

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Sales Strategy

The greatest weapon is the control of information. Cognitive Convergence is expanding its services while providin g high valued consultancy which assists clients on global basis. Our sales strategy is simple yet effective:

Leadership

Responsibility

Traction

Expertise

Tech Startup Custom Plan

- ✓ Discover
  - Situation analysis
  - Identification of goals
  - Analyzing process
  - Designing sales campaign
- ✓ Scale
  - Getting feedback on campaign practicality
  - Analyze every activity
  - Evaluate client’s behavior
- ✓ Implement
  - Sales plan
  - Sales operations plan
  - Segments and scripts
  - Team training
- ✓ Achieve
  - Consistency
  - Revenue growth
  - Revenue prediction

Why Select us

Personalize engagement, shorten your sales cycle, and grow your tech business with Cognitive Convergence.

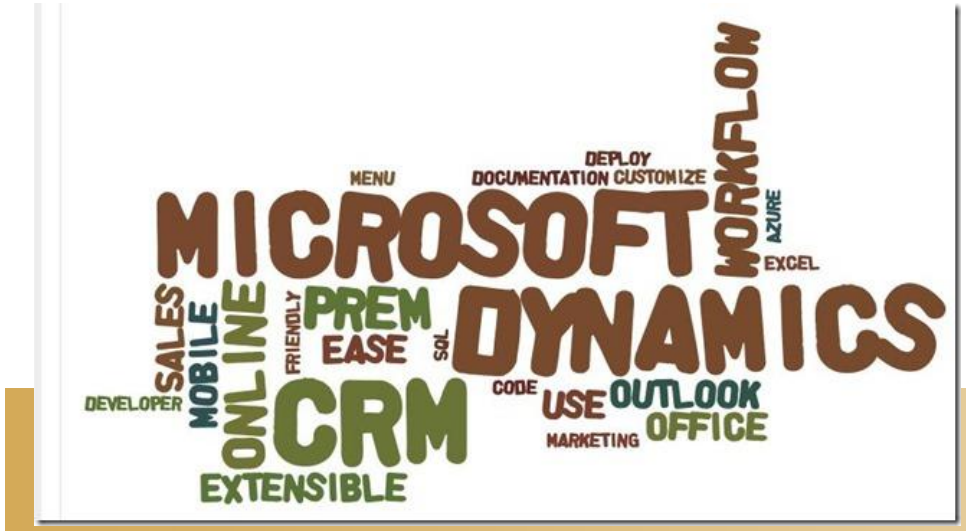
Our core objectives are:

- ✓ Smart company mission and positioning
- ✓ Optimal sales organization structure
- ✓ Design achievable Sales goals and targets
- ✓ Target audience and customer segments
- ✓ Build Sales strategies and methodologies
- ✓ Sales execution plan and finalize strategic and tactical plan
- ✓ Improve seller effectiveness by
- ✓ Streamlining your sales process
- ✓ Focus on the best leads.
- ✓ Provide a 360° view of your customers

Who we serve (Industry Solutions)

- ✓ Finance
- ✓ Retail
- ✓ Consumer Goods
- ✓ Technology
- ✓ Production
- ✓ Education
- ✓ Psychology
- ✓ Healthcare

Business Development Process

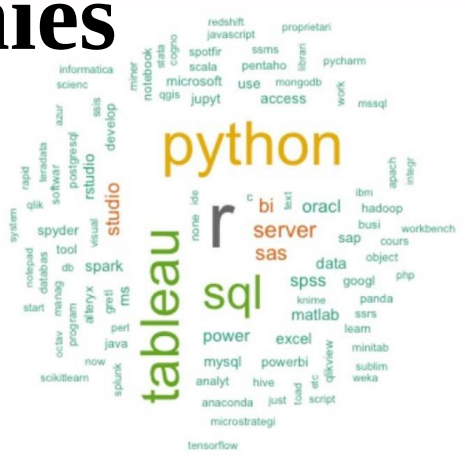


Sales Consultancy for Dynamics 365 Consulting Companies

Areas covered by us:

- ✓ Dynamics 365 Sales, Marketing, Finance, Project operations, Customer service, Fraud detection, Field Service, Talent– covering all modules' aspects
- ✓ Dynamics 365 XRM Web API, CRUD implementation
- ✓ Dynamics 365 REST API Development, End Points, HTTP methods
- ✓ Dynamics 365 Custom Plugin Development, Plugin registration
- ✓ Dynamics 365 Power Apps Component Framework
- ✓ Dynamics 365 Typescript Development and deployment
- ✓ Dynamics 365 Power App development, model-driven applications
- ✓ Dynamics 365 integration with Power BI and AI builder
- ✓ Dynamics 365 for Power App users
- ✓ Dynamics 365 – build your own CRM through Custom canvas apps
- ✓ Dynamics 365 Customizations and Mobility solutions
- ✓ Dynamics 365 Custom integration

Sales Consultancy for Tableau Consulting Companies



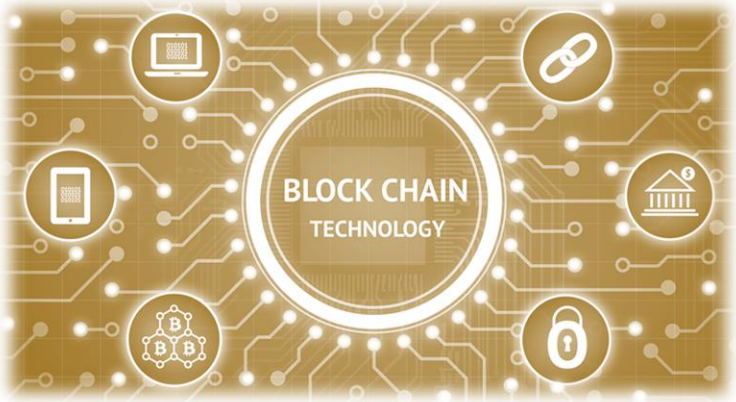
Areas covered by us:

- ✓ Structuring Data - structure data for analysis, Data Preparation, cleaning dirty data, structuring ill formed data, combining multiple sets of data, improve speed and efficiency.
- ✓ Data Visualization - sorting, comparing and analyzing data through interactive graphs and charts in Dashboards.
- ✓ Tableau Prep - cleaning, automating, administering and sharing of data, Share data flows
- ✓ Tableau CRM - end-to-end analytics solution, Automate actions, Predictive Analysis using Einstein Analysis.
- ✓ Tableau Integration - Tableau Data Connectivity to variety of data sources
- ✓ R Integration - statistical analysis, machine learning packages
- ✓ Tabpy - data exploration and visualization with data science logic
- ✓ Connector SDK - connect ODBC or JDBC driver
- ✓ Web Data Connector - connect to data sources accessible over web
- ✓ Document API - Programmatically modify Tableau files.
- ✓ Extension API - extension to integrate and interact with other application in Tableau
- ✓ Hyper API - Automate custom extract, transform and load (ETL) processes
- ✓ JavaScript API - embed Tableau visualization in web applications.
- ✓ MetaData API - Perform impact analysis, track relationships between content and external assets
- ✓ Tableau Server Client - Connect Tableau server to python using Personal Access Token.
- ✓ Rest API - customized custom applications, script interactions.
- ✓ Webhooks API - notify when triggering a workflow using HTTP and JSON
- ✓ Mobile App Bootstrap - stay signed in to Tableau Servers, embed Tableau content, embed the Tableau content

Sales Consultancy for Blockchain Consulting Companies

Areas covered by us:

- ✓ Blockchain Crypto Services- Cryptocurrency, Cryptocurrency Wallet, Crypto Wallet Types, How to secure the crypto wallet, NFT, How are NFTs traded, Initial Coin Offering (ICO), Initial DEX Offering (IDO), Initial Farm Offering (IFO), Initial Liquidity Offering (ILO), Cryptocurrency Exchanges, Centralized Cryptocurrency Exchanges, Decentralized Cryptocurrency Exchanges.
- ✓ Use cases of blockchain-- in
  - Education Industry
  - Healthcare Industry
  - Real-estate Industry
  - Construction Industry
  - Financial Industry
  - Automotive Industry.



- ✓ Crypto Services technical writing- Cryptocurrency, NFTs- create your own cryptocurrency, create your own crypto wallet, how to create NFT marketplace, how to create tokenization of assets, create your own crypto exchange.

Sales Consultancy for Power Bi/Analytics Consulting Companies

Areas covered by us:

- ✓ AppSource Power BI Apps - Usage and Customization of App, Publish Power BI App on AppSource
- ✓ AppSource Power BI Visuals - Importing Custom Visuals from Microsoft AppSource, Custom Visual Development
- ✓ Microsoft Power BI Components - Power Query, Power View, Power Map, Power Q&A, Data flow among Power components
- ✓ Microsoft Power BI Editions - Power BI Desktop, Power BI free, Power BI Pro, Power BI Pro License, Power BI Premium, Power BI Mobile, Power BI Embedded, Power BI Report Server
- ✓ Power BI Custom Visual - Power BI custom visual development using D3.js , Python custom visual, Python Scripts in Power BI Desktop, Power Apps visual for Power BI, D3.js Power BI Visual, Development Patterns, Custom Visual License Management.
- ✓ REST API base development service - Microsoft.PowerBI.Api, Microsoft.PowerBI.Java script, Pyhton Based Development, Microsoft Azure Active Directory .Net Based development, Azure hosted serices.

Power BI Dashboard Mobile Strategy - Power BI Mobile Apps, Mobile App development, publish a phone report, Phone layout report app

Artificial Intelligence/ Machine learning in Power BI - Artificial Intelligence, Power BI and Artificial Intelligence, AI visuals, Cognitive Services and Azure ML/auto ML, Machine Learning Model, Dataflow, Create Model, Train Model.

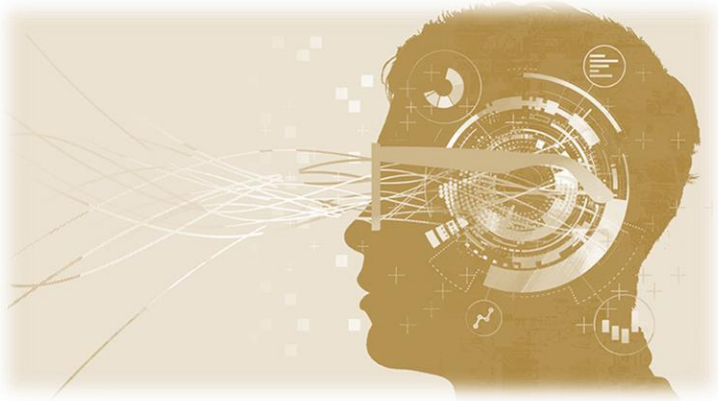
Sales Consultancy for Metaverse Consulting Companies

Areas covered by us:

✓Shopping at metaverse- metaverse for business, metaverse for ecommerce, augmented reality for ecommerce, virtual reality for ecommerce, challenges for brand and retailers, future in metaverse.

✓Use cases of metaverse in

- Education Industry
- Healthcare Industry
- Real-estate Industry
- Construction Industry
- Financial Industry
- Automotive Industry.



✓Shopping at metaverse technical writing- VR/AR, 3D engines and frameworks(unity, cryengine), WebXR Deice API, A-frame, react360, amazon symerian, developing the content, fine-tune the content, publishing omnichannel content,

Sales Consultancy for SaaS Consulting Companies

Areas covered by us:

- ✓ Multi-tenancy architecture Software
- ✓ Third-party Integration with ERP/CRM and other SAAS services
- ✓ SAAS B2B, B2C, and B2B2C solutions
- ✓ Server-side, RoR, NodeJS, .NET, Java, PHP, etc.
- ✓ Front-end, Angular, React, Vue.js, etc
- ✓ Exposing 3rd Party APIs and deployment
- ✓ SaaS database models, Application and Database instances per tenant, Multi-tenant app with one database per tenant, Multi-tenant app with a single multi-tenant database, Multi-tenant app with shared Multi-tenant databases
- ✓ AI/ML Cloud model, MLaaS
- ✓ SaaS Frameworks, ABP, SAASKIT, FINBUCKLE.MULTITENANT, CLOUDSCRIBECLOUDSCRIBE

Consulting services of **Cognitive Convergence** for **Sales Consultancy** offers strategic opportunities to clients, investors, and partners that are:

- ✓ Unique and industry defining
- ✓ Mutual interest centric business approach
- ✓ Significantly enhance company's footprint
- ✓ Grow revenues by entering new and exciting **Technology Domains**, **App development ideas**, **Solution Development**, and **Joint venture** projects based on **social media strategies**.
- ✓ Wants to have strong Financial Empathy with customers by understanding their financial model and changing billing based on financial limitations, needs, patterns of clients.
- ✓ 1st mover advantage with
  - ✓ Talent: 100%
  - ✓ Timing:100%
  - ✓ Technology: 100%
  - ✓ Technique: 100%

Thank You

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+1 4242530744