

About iSKALA

Founded in 2017 iSkala is a training & consultancy company that designs, tailors, delivers interactive engaging human development programs and offers various business development services.

Having a team of highly qualified experts, with cumulative experience in learning & development, curriculum development, and cutting-edge business development skills.



Notable Clients



Project phases



1. Explore Workshop

In this workshop, we will explore Skillup Mena's Ideal customer profile, previous history and market dynamics.

We will go through a discovery questionnaire to define product/service problem statement, common objections and macro market trends.

The deliverable of this workshop is a defined persona including data points like:-

- ✓ **Industry**
- ✓ **Company size**
- ✓ **Job title**
- ✓ **Location**
- ✓ **Sales triggers (Tech used, Growth rate, Funding etc..)**

2. List building & copywriting

During this phase, we build lists of potential leads matching the Ideal profile created in the previous phase. Lists will include variables like:-

- ✓ Email address
- ✓ Hyper personalized intro lines
- ✓ Company name
- ✓ Size
- ✓ Industry
- ✓ LinkedIn profile URL

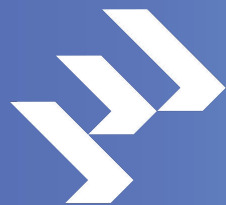
On top of the above will create outreach copies to outreach those leads via LinkedIn and Email

3. Direct outreach

At this stage, we start setting up the campaign tools and set expectations with success metrics for the campaigns.

Phase Deliverables:-

- ✓ **3 Phases documentation.**
- ✓ **Lead prospecting and lists building (we estimate guaranteed 5-10 qualified sales meetings/Month/account manager)**
- ✓ **Marketing automation tools setup for cold prospecting.**



ISKALA

BUSINESS SOLUTIONS

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