



About Cprompt Solutions Pvt. Ltd. :

C Prompt Solutions Pvt. Ltd. is a leading IT asset rental company headquartered in Hyderabad. It manages over 25,000 assets for more than 200 corporate clients. Tracking system for assets, their deployment dates, return & repair status was not giving sufficient control on business. This led to lost sales, increase in interest burden from borrowings & at times, even lost assets.

Client Quote :

“While KEUR helped us **streamline operations and manage more workload**, they also made us realize that our existing resources now had capacity to **execute three times the current workload**. However, despite this efficiency, business growth didn’t scale proportionally.

KEUR identified that our constraint had now **shifted to the market side—lead generation and sales execution**—something we had never consciously focused on.

To address this, KEUR implemented a **lead tracking and management system** and introduced a **Sales Dashboard** that gave us real-time insights into:

- **Sales representative-wise lead count & performance tracking**
- **Lead source analysis** (Cold calls, emails, referrals, google leads, etc.)
- **Conversion rates & lost order analysis** to refine strategies based on past learnings

KEUR didn’t just stop at tracking—they provided **structured training to Sales Representatives**, covering:

- **Lead generation techniques** for a steady pipeline
- **Conversion strategies** to turn leads into confirmed orders
- **Customer retention methods** for repeat business
- **Market segmentation & expansion strategies**

They also played a key role in **recruiting new Sales Representatives, evaluating digital marketing agencies & defining clear objectives**, ensuring that our efforts were aligned with business growth. **Additionally, KEUR compiled all their training content into a Sales Handbook—an invaluable ready reckoner for our expanding sales teams across new cities in India.**

Over the past few months, through the training provided by KEUR, Weekly sales review meetings, and continuous handholding to ensure adherence to SOPs reinforced by the Habit Tracker, we have achieved significant improvements. These structured processes have enabled us to surpass the number of leads generated in the previous nine months when no such structured approach was followed. Additionally, we have successfully expanded our customer base into new segments such as manufacturing and PSUs, and have even set up kiosks at client premises to generate new leads.

KEUR’s strategic intervention **not only optimized our internal efficiency but also unlocked our true market potential**. Their data-driven approach for lead analysis, structured training, and disciplined sales methodology have helped us **transition from reactive firefighting to proactive business scaling**. These steps have helped us build a robust process-oriented approach for sales.”

Krishna Kumar Baldwa
Director
C Prompt Solutions Pvt Ltd.

Comments from keur :

When Supply Chain & Operations are streamlined, it is often revealed that existing resources have capacity to do much more than current workload. This has significant value for Profit & Loss statement of a company. It means that the company can achieve much higher sales without increasing its fixed costs. This creates multifold impact on bottom line.

There is a common belief that sales cannot be done with any structured process. This is because every client reacts differently & in an unpredictable manner. Contrary to this belief, it is possible to achieve significant growth in sales through a properly structured process.