



# Lead Generation Profile

# 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.**



# Learning & Development Profile



# Who we are?



## Your Growth Agency!

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iSkala is a premier learning, development, company with an elite team, providing exceptional expertise in analyzing, designing, and implementing customized Learning and Development Programs.

With a dynamic agile and systemic process, our team provides scientific and metrics-focused solutions.

# Our Offering

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**Learning & Development**



**Business Development as a service**



**Customer Experience**



# Process

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In this phase, we set goals, objectives, key metrics, design processes, and set up strategies and tactics. That shall support solving the problem statement and reach the business objectives.



## Explore



## Change

In this phase the main objective is to get a clear understanding of the various interrelated factors of the challenge and get ready to start designing strategies in the next phase.

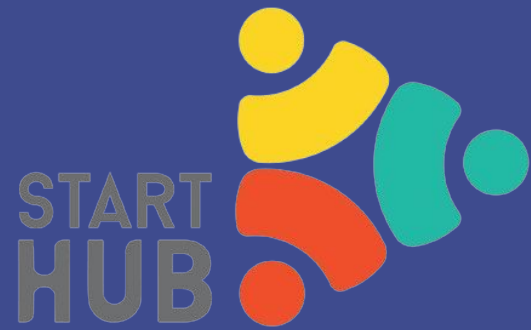


## Create

At this stage, we shall link every goal we want to reach with the current status and also link with action items. Then work side by side with the implementation stakeholders and ensure flawless execution.

# Notable Clients





**Project Duration:** 4 Years  
**Stakeholders:** M3mal, Local & International Donors.

**Skills used:**

- # Entrepreneurship workshops
- # Training need analysis
- # Learning & Development
- # Business Coaching

## **Scope**

Start Hub is a pre-incubation entrepreneurship program powered by M3mal and sponsored by international donors like Hivos impact investment, Intelligent capital and the US Embassy.

## **Solution**

Learning partner designing, delivering the entrepreneurs learning journey through a duration of one month/round.

## **Impact**

- Graduated early stage 100 entrepreneurs 10% successfully made it to incubator/accelerators programs
- 5% received seed funding at later stages

# Scope

Problem Statement: Increase in number of complaints out of the front liners.  
And pattern of complaints received against a certain team leader.

## Solution

Conducted TNA resulting in some training & non-training needs.

- Training needs: Business Writing, Customer Experience, Communication skills etc ...
- Non-training needs: One-on-one coaching & people management mentorship.
- Designed & delivered a training plan that was implemented through 6 month time

## Impact

- 25% decrease in the number of complaints within



**Project Duration:** 6 Months

**Stakeholders:** Manager

**HR Skills used:**

- # Training Need Analysis
- # Market research workshop
- # Coaching
- # 360 Feedback
- # Customer Experience Workshop





**Project Duration:** 1 Year

**Stakeholders:** Magarbi Board

**Skills used:**

- # Market research
- # System Thinking
- # Scenario Planning
- # Change Management
- # BPO best practice
- # Learning & Development

## **Scope**

Call center end to end 360° consultation assessing: all the day-to-day operational activities, Structure, KPIs, Tools/Technologies and process design and improvement.

## **Solution**

Developed a detailed plan with a roadmap for implementing the recommended scenario of change to enhance the quality of customer experience, reduce abandoned calls and maintain world class level of service.

## **Impact**

- Uplifting call center efficiency by 65%
- Unifying booking experience by centralizing call center in a focal site