

TAWLEAD  
تحوّل



# WHO WE ARE

We specialize in sales generation and growth for B2B and B2C companies. Our primary focus is Saudi Arabia and the Gulf region, serving clients both regionally and globally. **We help companies:**

Reach qualified potential customers.

Build a stable sales pipeline.

Qualify leads and manage sales.

Close deals with higher efficiency.

We achieve this through outsourced sales teams and strategic business systems, with a progressive focus on automation and artificial intelligence.

At Tawlead, we help businesses scale smarter by designing and managing **innovative sales funnels** tailored to their industry. Our mission is to connect your brand with high-quality, conversion-ready leads through both inbound and outbound marketing excellence.

### **Our Vision**

To become the region's premier partner for revenue growth as well as smart Sales and Marketing, Development, ultimately transforming into an AI-driven platform for fully automated sales operations.

### **Our Mission**

Empowering companies to achieve rapid and sustainable growth through:

- Flexible sales solutions
- Specialized teams
- Measurable results
- Lower costs compared to traditional hiring

Enable companies to scale revenue efficiently without operational complexity.

### **The Problem We Solve**

Many companies struggle with:

- Difficulty finding qualified leads.
- The high cost of hiring sales teams.
- Weak customer follow-up.
- Unclear sales performance.
- Heavy reliance on individual effort rather than systems

Tawlead transforms sales from random effort into an integrated, measurable, and optimizable system.

# OUR SOLUTIONS

We offer solutions that cover the entire sales journey, from first contact to closing the deal.

## Lead Generation

We help you reach potential customers perfectly matched to your business.

**Includes:**

- Analyzing your business
- Defining your Ideal Customer Profile (ICP)
- Building accurate databases
- Email and LinkedIn campaigns
- Tracking and analyzing results
- Weekly and monthly reports

We identify, target, and engage your ideal customers using data-driven outreach campaigns.

## SDR as a Service

We provide a fully dedicated SDR working under your company's name.

**Includes:**

- Contacting potential customers
- Lead Qualification
- Booking meetings
- Updating your CRM
- Coordinating with your team or ours

Dedicated Sales Development Representatives working as an extension of your team.

## Sales Representation

We represent your company throughout the entire or partial sales process.

**Includes:**

- Pipeline management
- Client negotiation
- Closing support
- Performance reports
- Flexible commission system

We represent your business and help close deals professionally.

# HOW WE WORK

*Understanding your  
business and goals*

*Defining the market  
and the Ideal Customer*

*Launching campaigns  
and establishing contact*

*Qualifying leads and  
booking meetings*

*Analyzing results and  
continuous improvement*

# INDUSTRIES WE SERVE

We serve all B2B and B2C sectors, most notably:

*SaaS and Software*

*Technology and IT Services*

*Digital Marketing Agencies*

*Professional Services*

*Consulting Firms*

*Financial Services*

*Logistics and Supply Chain*

*Real Estate (B2B)*

*Healthcare (B2B)*

*Education and Training*

*Manufacturing and Industrial*

*Startups and Scale-ups*

**We serve B2B and B2C companies across multiple industries locally and globally.**

# HOW WE CAN HELP YOU?

*We design and implement a scalable lead generation system for your business*



# THE **INBOUND** PROCESS

Let **Tawlead** manage your PPC campaigns and drive targeted traffic to your website. Our expert team will create custom campaigns, monitor performance, and deliver measurable results so you can focus on growing your business.

## WE TAKE CARE OF:

**Advertising Audit Comprehensive**

**Advertising Strategy**

**On-going Ads optimization**

**Ads creation** (*images, videos, copywriting*) **Advanced Google Analytics and advanced Google Tag Manager**

**Platforms Management** (*Facebook/IG Ads, GoogleAds, LinkedIn Ads, TikTok Ads*)

# THE **OUTBOUND** PROCESS



## LinkedIn Automation

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Our system is designed to streamline the LinkedIn process to connect you with targeted prospects who fit your ideal customer profile.

### **We train you and set you up with:**

- Campaign Targeting and Messaging Design
- Lead Nurturing & Appointment Setting
- Prospecting on Sales Navigator & Lead Mining
- Automation software

# THE **OUTBOUND** PROCESS



## Email Automation

Our system along with other third party softwares help streamline the email outreach process to connect with large targeted total address market who fit your ideal customer profile.

### **We train you and set you up with:**

- Campaign Targeting and Messaging Design Email
- Nurturing & Appointment Setting
- Prospecting, Scraping, enrichment & Validation Lead
- Automation software High Deliverability
- Technical Setup (DKIM, DMARC, SPF)

# THE **OUTBOUND** PROCESS



## Whatsapp Automation

Our system is meticulously engineered to harness the power of WhatsApp automation through Meta Business Suite. By doing so, we have the capacity to connect you with up to 10,000 targeted prospects daily, ensuring they align with your ideal customer profile.

### **We train you and set you up with:**

- Campaign Targeting and Template
- Design Prospecting, Scraping & Whatsapp Number Sorting
- Lead Nurturing & Appointment Setting
- Automation software
- META Business Account Verification
- Whatsapp API Complete Technical Setup
- Inbound Automated Lead Qualification

# THE **OUTBOUND** PROCESS



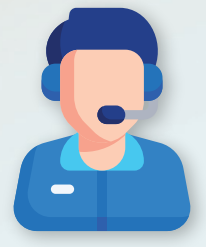
## Calls

Our system is precision-tuned to optimize both cold calling and follow-up calls with prospects who've shown interest through other channels. Leveraging sophisticated call strategies, we can engage with ideal profiles daily, ensuring every conversation aligns with your business goals.

### ***We train you and set you up with:***

- Call Script Writing Prospecting
- Mobile Number Scraping
- Follow up SOPs
- Lead Nurturing
- Appointment Setting
- Dialer software

# THE **OUTBOUND** PROCESS



## Remote Sales Development REP

*Placement and/or Training Services of SDR*

**We train you and set you up with:**

- Complete Omni-Channel Campaign Strategy
- LinkedIn
- Mass Email
- WhatsApp Business Cloud API
- Cold Calling 2.0
- Lead Scraping, Sorting & Enrichment and
- Various Prospecting Techniques.

# THE **OUTBOUND** PROCESS



## Scrape & Enrich Prospect Data

Find the contact information of any prospect with a digital footprint beyond mainstream prospecting softwares.

### **We train you and set you up with:**


- Email, phone number scraping
- Address scrapping
- Advertising Status
- Linkedin sales navigator scrapping
- Linkedin recruiter scrapping
- Google Maps scrapping
- Online directory scrapping
- Data enrichment

# WHY TAWLEAD?

 No in-house hiring required

 Results within 60-30 days

 Lower cost than building a team

 Transparency and clear reporting

 Specialized B2B team

 High scalability

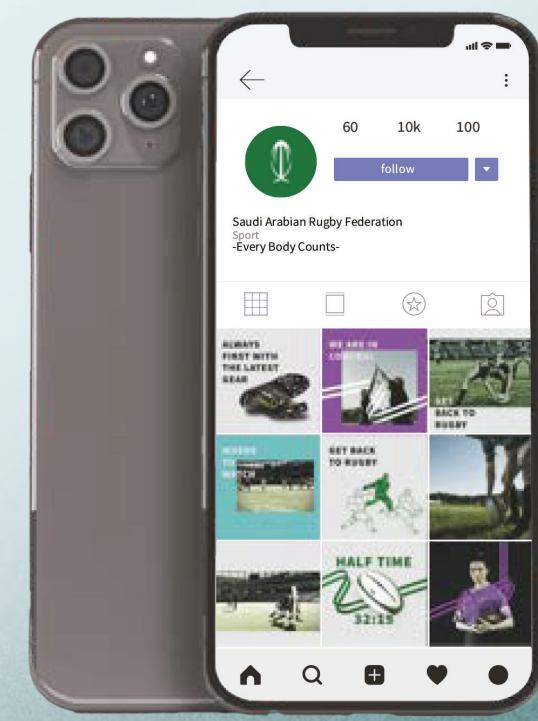


# BRANDING

Client: الاتحاد السعودي للرقبي  
Work: Rebranding

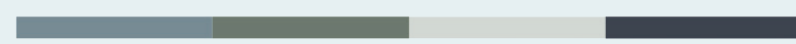
We have worked on developing the brand to match the client's objective and keep it friendly more & modern. This development was covering all aspects as shown in below:

- Logo
- Full identity
- Official stationary
- Social media



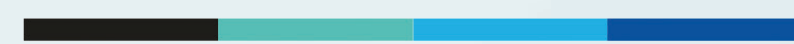
Client: **سدرة**  
Work: *Branding*

It was a full project, starting from brand name till the guideline. we've chosen the name from the famous trees in the area gives the shades for people to rest as the real estate developer do exactly by developing the projects to secures and gives people rests.



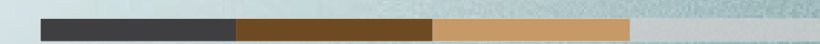
Client: **مجموعة سعد المعجل**  
Work: *Branding*

The group has owned a several companies in di erent industries. they wanted to create an identity very attractive & strong to show the group capacity.



Client: **شركة روافد الذهبية**  
Work: *Branding*

Golden Rawafed is a real estate company with new concept aiming to lead the sector in commercial buildings they were looking for a formal identity re ecting their capacity.



Client: شاي تي  
Work: Branding

We've worked to simplify on the branding and packaging and we have chosen every element and color palette carefully to reflect our brand story and goals.



Client: كتوش  
Work: Branding

We have developed the identity as the following:

- Logo
- Packaging



Client: بسته  
Work: Rebranding

We have developed the identity as the following:

- Logo
- Packaging



Client: مشروع نسيم السكني  
Work: Branding

It's a residential project based in KHOBAR city , eastern cost was the inspiration of our design as the villas located near to the cost focusing in Arabic due to the audience, Typographic inspired by the waves.



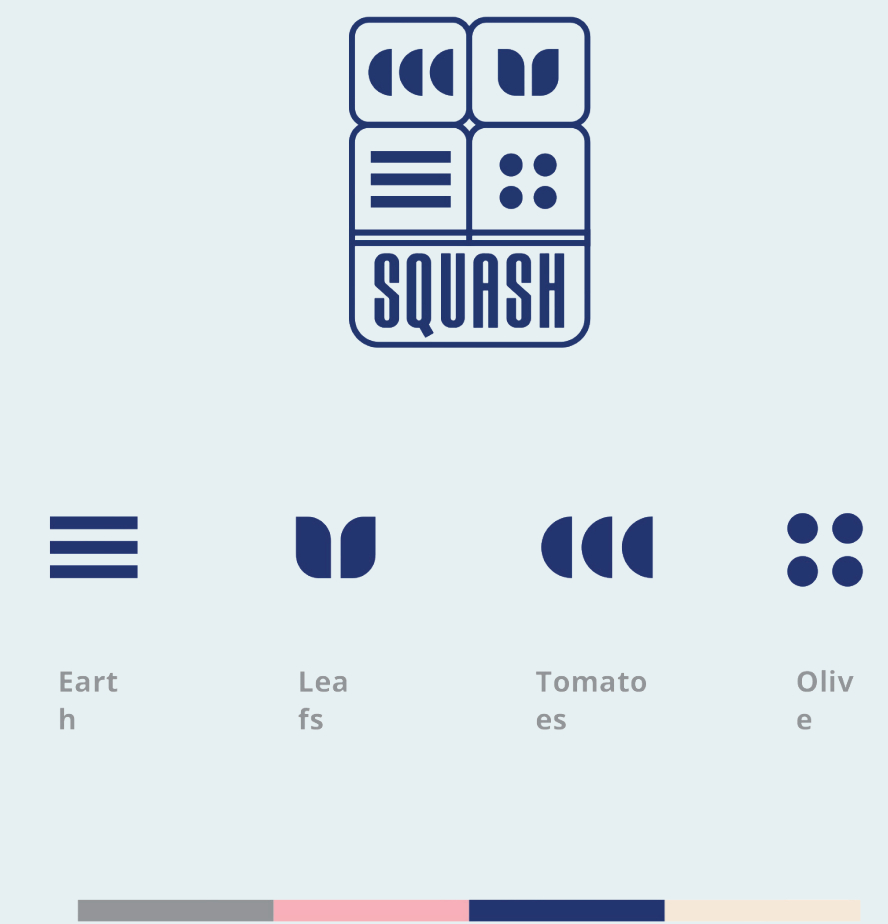
Client: فلافل و شركاه  
Work: Branding

the naming was carefully selected to till about the period of Basha as the concept drawn to be classic modern to leave a feelings of eating the best falafel as you in Egypt in a di erent time.



Client: سكواش  
Work: Rebranding

The client came to us with idea to open the salad restaurant & handled the full concept, we started with se- lecting the name to choose something behind it a story so we decided to go with SQUASH a type of pumpkin group the unique name.



Client: **توست هب**  
Work: *Rebranding*

We have developed the identity as the following:

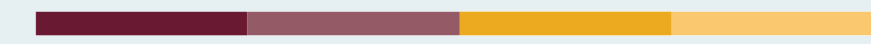
- Logo
- Packaging
- Interior of the shop

to be more modern & shiny to reflect the morning vibes & feelings.



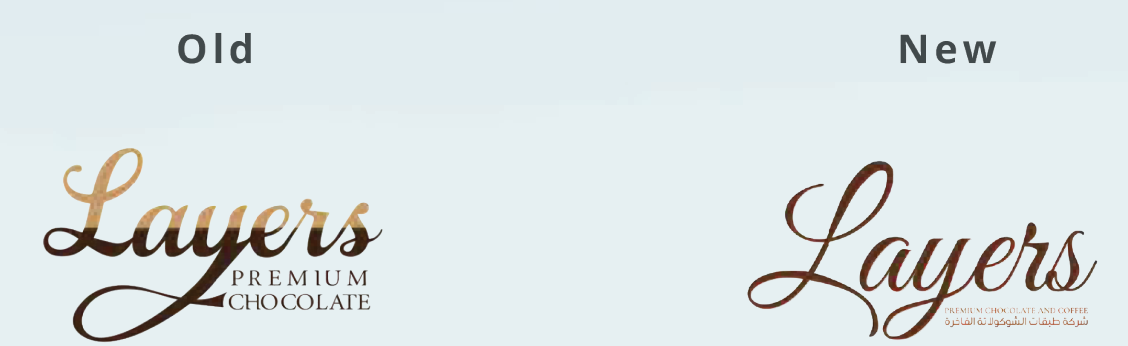
Client: **مطعم مكاني**  
Work: *Rebranding*

We've worked to simplify the logo & re-coloring the identity to help the main objective of keeping the brand noticeable and modern



Client: **لايز شوكولاته**  
Work: *Rebranding*

The same logo but smooth lines gives the feeling of melted chocolate writing.





# MARKETING

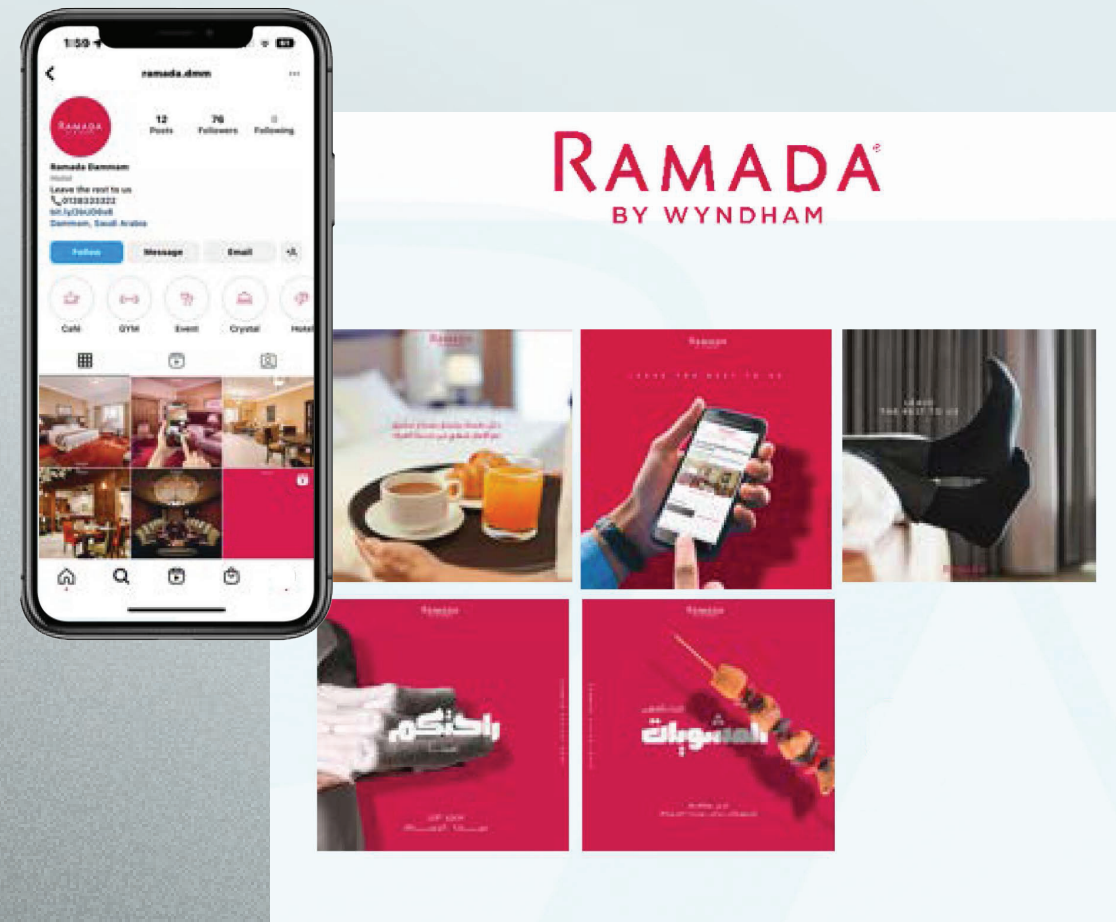
Client: الاتحاد السعودي للرقبي  
Work: Social Media Management

- Scope of services:
- Content Management
  - Account Management
  - Marketing Plan
  - Media Production
  - Campaigns



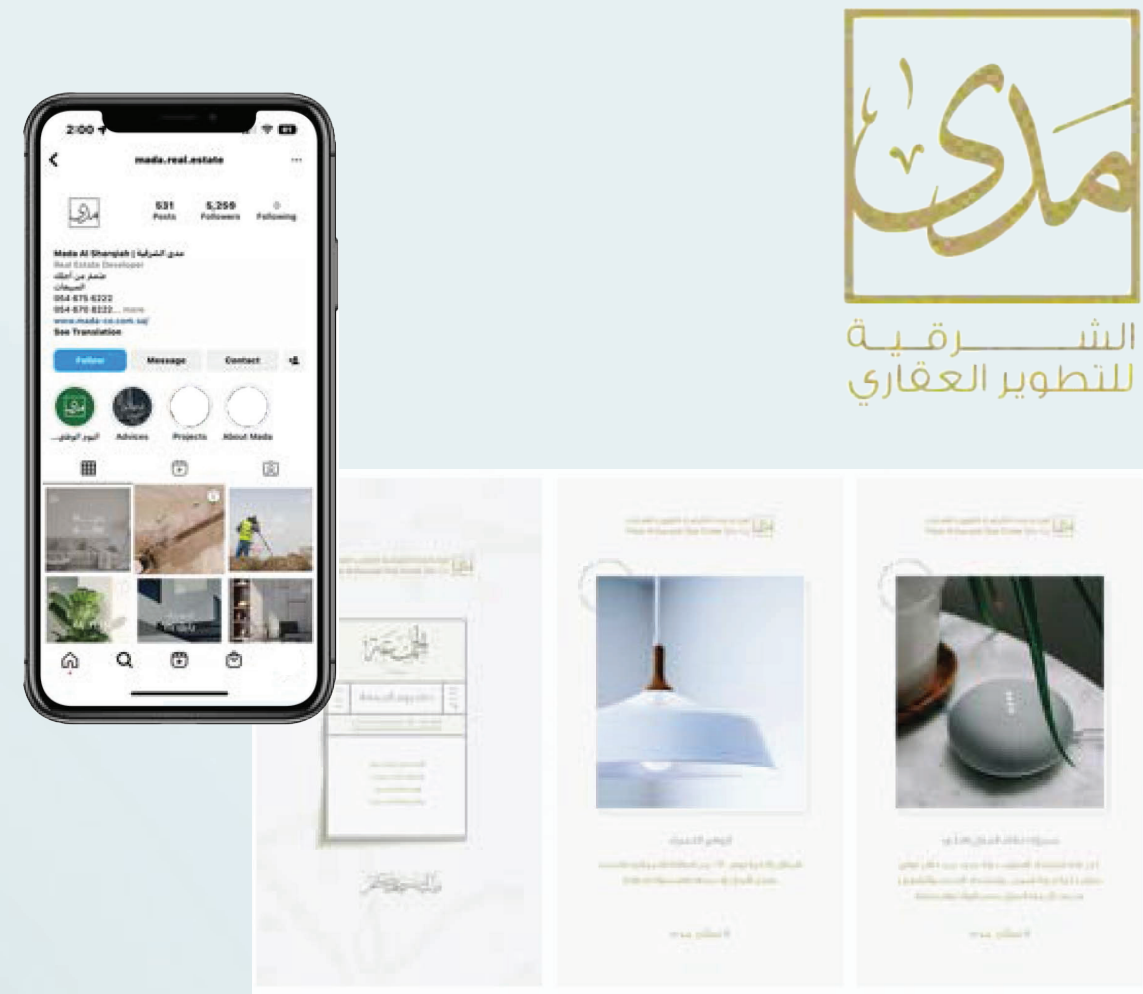
**Client:** فنادق رمادا  
**Work:** Social Media Management

It's a residential project based in KHOBAR city , eastern cost was the inspiration of our design as the villas located near to the cost focusing in Arabic due to the audience, Typographic inspired by the waves.



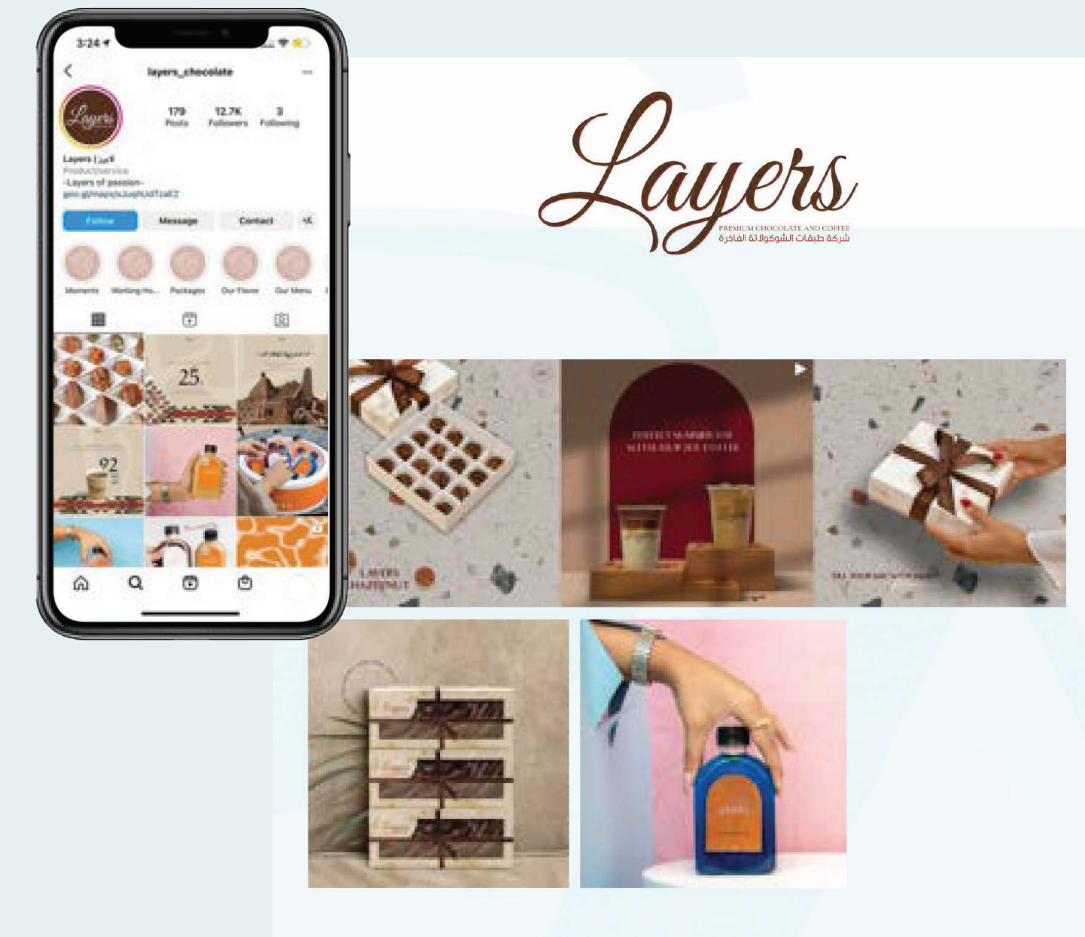
**Client:** مدى الشقيه  
**Work:** Social Media Management

the naming was carefully selected to till about the period of Basha as the concept drawn to be classic modern to leave a feelings of eating the best falafel as you in Egypt in a di erent time.



**Client:** لاييز شوكولاته  
**Work:** Social Media Management

The client came to us with idea to open the salad restaurant & handled the full concept, we started with se- lecting the name to choose something behind it a story so we decided to go with SQUASH a type of pumpkin group the unique name.





# SALES

Client: **Van Media**

Industry: *Performance Marketing*

Location: *USA*

# VAN MEDIA

They were struggling with high hiring costs, low conversion rates, and slow sales cycles.

## Team Composition:

- To deliver these results, TawLead assembled a specialized team:
- 2 cold callers
- 1 campaign strategist
- 1 performance tracker (qa/analytics)

## The Challenge:

- Low client acquisition rates
- High cost per hire and training turnover
- Wasted time trying to build in-house sales teams
- Inconsistent lead generation results

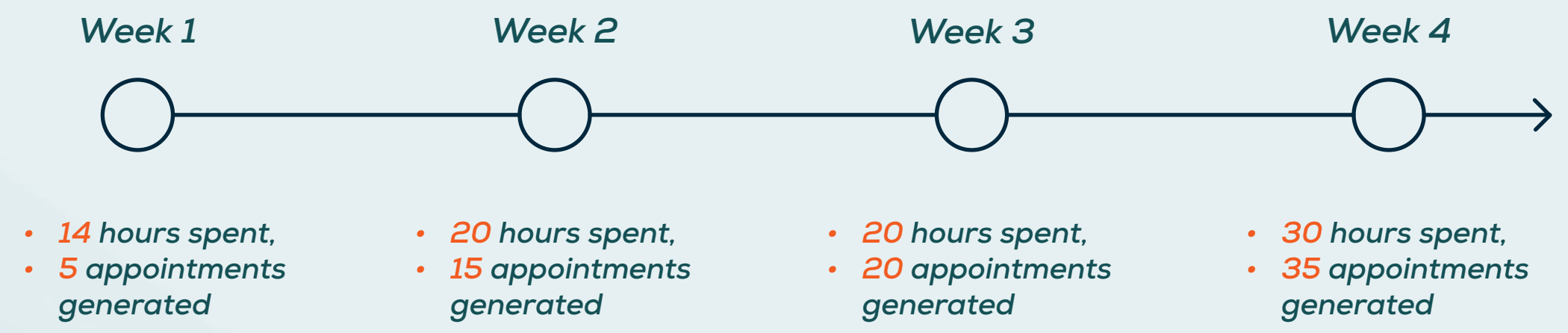
## The Solution:

Tawleed provided a fully managed Cold Calling & Appointment Setting solution.

- Built the offer strategy
- Set up smart lead pipelines
- Wrote & tested multiple call scripts
- Hired and trained the perfect agents
- Implemented tracking & real-time feedback
- Refined campaign weekly based on real data

## Key Timeline Metric:

After initial ramp-up and optimization, the team consistently achieved:



**Performance Timeline**  
Avg. 2 appointments/hour after optimization

## Results:

- 520% increase in booked appointments
- 31 active clients (up from 5)
- 72% cost reduction compared to us hiring
- consistent pipeline without internal overhead
- client still active with tawleed for 2+ months

## Client testimonial:

We tried hiring and training cold callers for months. Nothing worked until Tawleed. It's like plugging into a full sales team instantly. Game-changer.



# CUSTOMER SUPPORT

Client: **O TechTrend**

Industry: *SaaS & Technology*

Location: *Canada*

# TechTrend

TechTrend Innovations was struggling with frequent system outages, slow customer response times, and overwhelmed in-house IT staff.

## Team Composition:

- 3 IT specialists
- 2 customer support agents
- 1 ai system analyst

## The Challenge:

- LFrequent system downtimes impacting client operations
- Slow ticket resolution leading to frustrated customers
- Overworked IT staff with high burnout rates
- Lack of 7/24 support for global clients

## The Solution:

Tawleed provided a comprehensive IT & Customer Support solution:

- Deployed a 7/24 support team with AI-driven ticketing
- Implemented proactive system monitoring and maintenance
- Trained staff on advanced troubleshooting protocols
- Integrated a multilingual chatbot for instant responses
- Provided weekly analytics for continuous improvement

## Key Timeline Metric:

After initial ramp-up and optimization, the team consistently achieved:



### Performance Timeline

Avg. %95 uptime achieved after optimization

## Results:

- %85 reduction in system downtime (from 10 hours/wk)
- %60 increase in ticket resolution speed (from 50 to 180/wk)
- %92 customer satisfaction rate (up from %45)
- %40 reduction in it staff workload with ai support
- Client retention rate at %98 for 3+ months

## Client testimonial:

We were on the brink of losing major clients due to constant outages and poor support. Tawlead turned it all around in weeks. Our customers are happier than ever, and our team can finally focus on innovation. It's a total game-changer!



# VIRTUAL ASSISTANCE

Client: **Flow Move**  
Industry: *Marketing Agency*  
Location: *USA*



Peak Productivity Solutions was grappling with administrative overload, missed deadlines, and escalating operational costs.

### Team Composition:

- 2 virtual administrative assistants
- 1 project coordination specialist
- 1 automation analyst

### The Challenge:

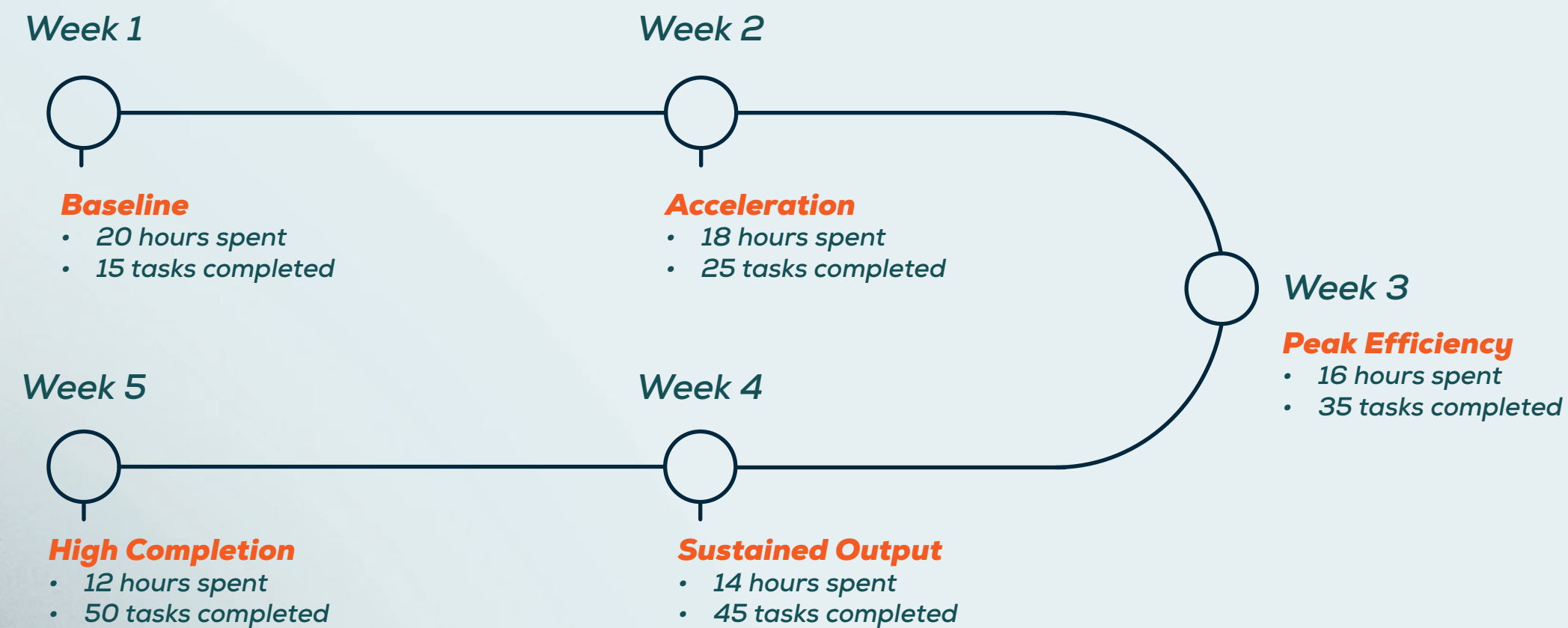
- Before partnering with Tawleed, FLOWMOVE faced:
- Overwhelming administrative tasks delaying client projects
  - High staffing costs for part-time hires
  - Missed scheduling and follow-ups affecting client satisfaction
  - Inconsistent workflow management across teams

### The Solution:

- Tawleed provided a tailored Virtual Assistance solution:
- Assigned dedicated virtual assistants for scheduling and emails
  - Implemented task automation tools for repetitive processes
  - Provided real-time reporting for workflow transparency
  - Trained assistants in client-specific workflows
  - Offered scalable support for peak business periods

## Key Timeline Metric:

After initial ramp-up and optimization, the team consistently achieved:



### Performance Timeline

Avg. %90 task completion rate after optimization

## Results:

- %100 increase in task output (from 15 to 50/wk)
- %70 cost reduction compared to in-house staffing
- %95 client satisfaction score (up from %60)
- Consistent deadline adherence with zero misses
- Client retention up by %85 for 2+ months

## Client testimonial:

We were on the brink of losing major clients due to constant outages and poor support. Tawleed turned it all around in weeks. Our customers are happier than ever, and our team can finally focus on innovation. It's a total game-changer!



# HEALTHCARE

Client: **G&S Medical associates**  
Industry: *Healthcare*  
Location: *USA*



They were struggling with inefficient billing processes, high claim denials, and poor patient care coordination.

### Team Composition:

- 2 medical billing specialists
- 1 rcm analyst
- 1 ccm coordinator
- 1 credentialing expert

### The Challenge:

- High claim denial rates due to billing errors
- Delayed revenue cycles impacting cash flow
- Inadequate CCM leading to patient care gaps
- Credentialing delays affecting provider onboarding
- Frequent eligibility check errors causing payment disputes

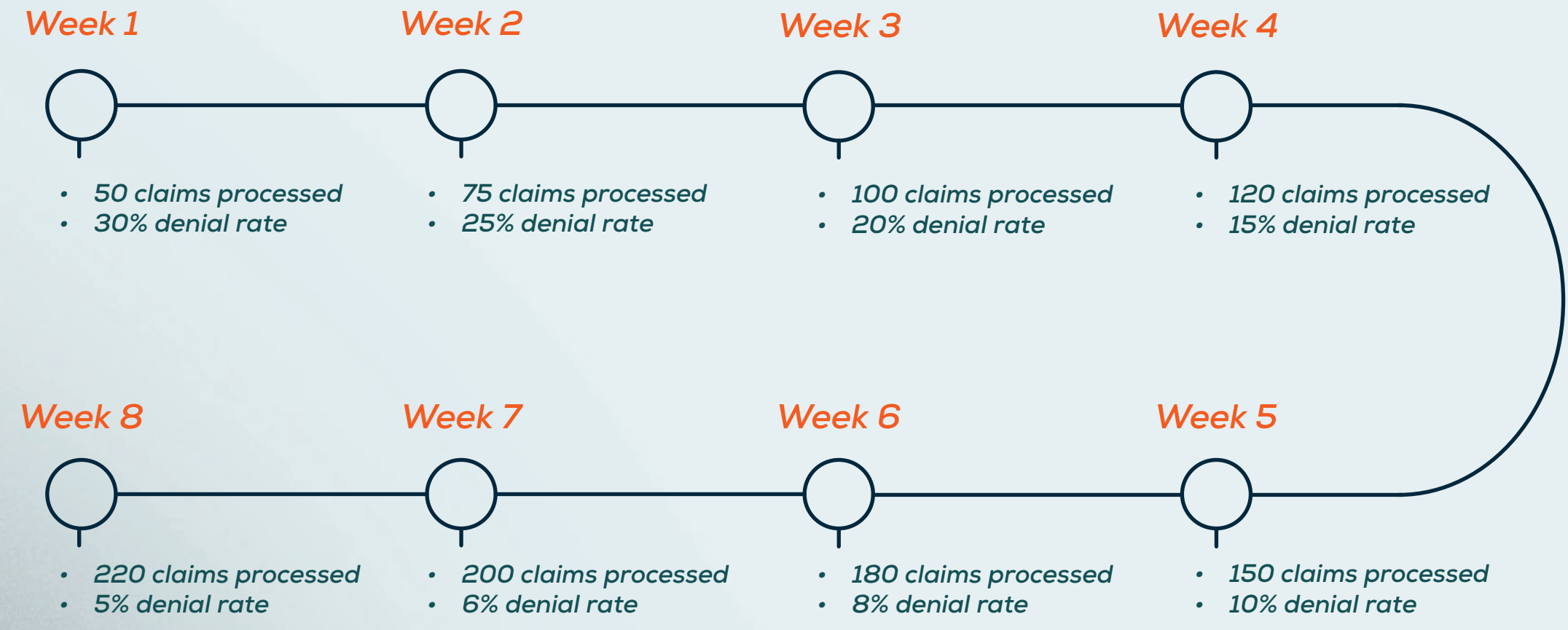
### The Solution:

Tawleed provided a comprehensive medical services solution:

- Streamlined RCM with automated claim submissions
  - Optimized medical billing with error-detection tools
  - Enhanced CCM with dedicated care coordinators
  - Accelerated credentialing with real-time tracking
- Automated eligibility checks for accurate patient coverage

## Key Timeline Metric:

After initial ramp-up and optimization, the team consistently achieved:



### Performance Timeline

Avg. %95 claim acceptance rate after optimization

## Results:

- 65% increase in revenue (from £50k to \$82k/mo)
- 80% reduction in claim denials (from 30% to 5%)
- 90% ccm compliance rate (up from 40%)
- 50% faster credentialing process (from 30 to 15 days)
- 100% eligibility check accuracy for 2+ months

## Client testimonial:

Our practice was losing money and patients due to billing errors and care gaps. Tawleed turned it around in weeks—our revenue is up, denials are down, and patients are happier. It's been a lifesaver!



# HUMAN RESOURCES

Client: **Talent Force**  
 Industry: *Technology*  
 Location: *USA*

# talentforce

They were struggling with payroll compliance issues, high recruitment costs, and scaling their team efficiently during rapid growth.

## Team Composition:

- 2 certified payroll specialists
- 1 compliance manager
- 3 technical recruiters
- 1 candidate experience coordinator
- 1 hr analytics specialist
- 1 dedicated account manager

## The Challenge:

- %23 payroll processing error rate costing approximately \$86,000 annually
- Average 68-day recruitment cycle for technical positions
- %42 of HR Director's time spent on administrative payroll tasks
- Inconsistent compliance with multi-state employment regulations
- Limited candidate pool despite competitive compensation packages
- High recruiter turnover and inadequate recruitment process documentation

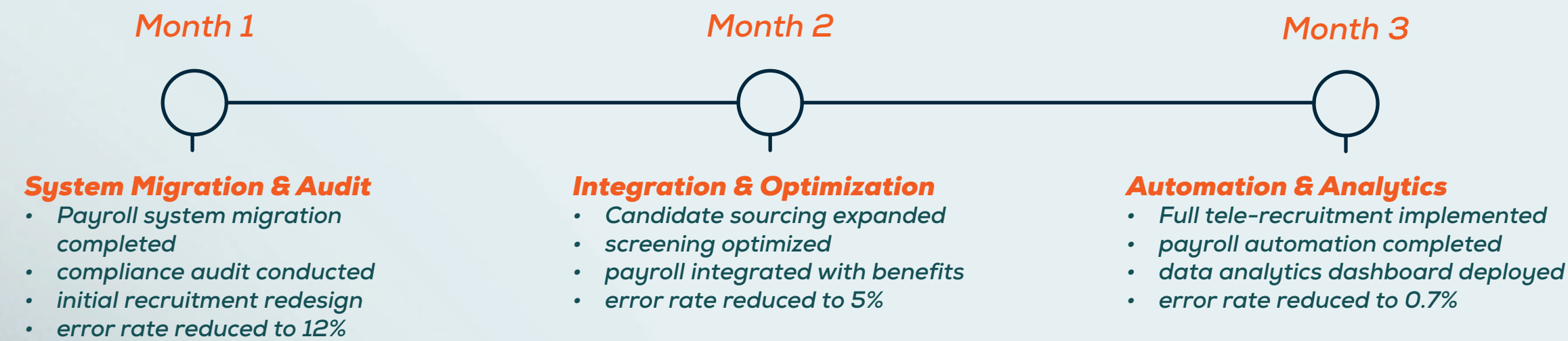
## The Solution:

Tawleed provided a comprehensive HR services solution:

- Implemented cloud-based payroll system with multi-state tax compliance
- Deployed dedicated tele-recruitment team with tech industry expertise
- Established streamlined candidate screening and assessment protocols
- Created standardized onboarding and payroll documentation processes
- Developed comprehensive benefits administration integration
- Implemented data-driven recruitment analytics and reporting Team Composition

## Key Timeline Metric:

After initial ramp-up and optimization, the team consistently achieved:



### Performance Timeline

Key positions filled in under 25 days after optimization (vs. 68 days previously)

## Results:

- Payroll error rate reduced from 23% to 0.7%
- Time-to-hire decreased from 68 days to 25 days
- Candidate quality score increased by 47%
- Internal hr costs reduced by 38%
- Multi-state compliance risk eliminated

## Client testimonial:

Before Tawlead, our HR operations were holding back our growth. Payroll errors were damaging employee trust, and our lengthy hiring process meant we were losing top candidates to competitors. The Tawlead team transformed both areas completely. Their tele-recruitment approach not only shortened our hiring timeline dramatically but also brought us higher quality candidates we wouldn't have found otherwise. On the payroll side, the accuracy and compliance improvements have eliminated a major source of stress and financial risk. Our internal HR team now focuses on strategic initiatives instead of troubleshooting errors.



**THANK YOU!**