

SMART SELL

Engage | Understand User Needs | Deepen Engagement Convert | Sell | Retain

What do we Do differently?



Engage

Capture attention with personalized content, gamification, and outreach (email, notifications).

Understand

Use analytics and surveys to learn user needs and behaviors.

Deepen Engagement

Offer goal-specific solutions, dynamic recommendations, and free trials.

Convert

Guide users to buy with tailored offers, discounts, and smooth UX.

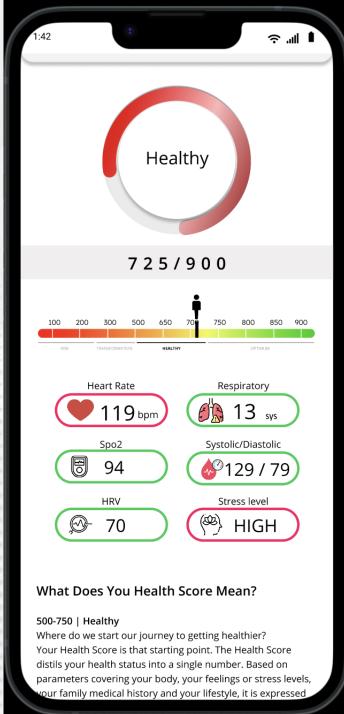
Sell

Finalize transactions and upsell complementary products.

Retain

Build loyalty with rewards, followups, and personalized engagement for repeat sales.







Engage

Upon accessing Smart
Sell through the client
portal, users are
welcomed with a quick
introduction to the Face
Scan Al tool.

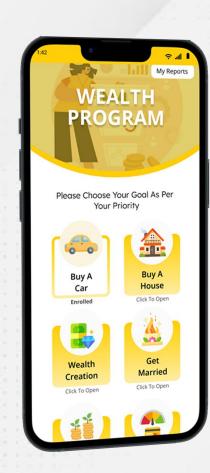
This gives them a unique experience right from the start.

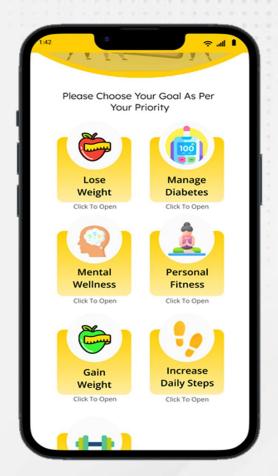


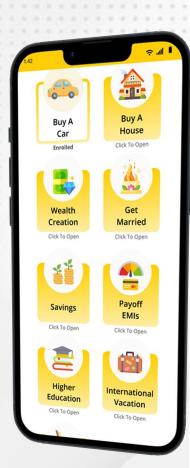
Understand needs

Users then choose an area of interest.

This initial choice helps
Smart Sell decide the best
path forward for cross-sell
and up-sell suggestions,
aligning the
recommendations closely
with user priorities.







Deepen - TAGGING AND PERSONALIZATION

WATCH YOUR HEALTH

- Based on their choices and interactions, users are tagged with various attributes.
- For example, a user focused on wealth might be tagged with attributes like "Financial Literacy" or "Investment Enthusiast," leading them to receive financial products.

Al Powered Features

Al Generated Health Score Using Facescan:

Assesses health based on facial analysis. This involves analyzing facial features to infer potential health indicators.

Al-based Health Monitoring System:

A comprehensive system for tracking various health metrics using Al and you blood report .

AI-Powered Dietary Assistant:

Provides personalized dietary recommendations and guidance based on Al algorithms.

Al Skin Analysis Tool:

Analyzes skin images to provide insights into skin health and potential concerns.

Predictive Analysis Tool:

Uses AI to predict future health risks based on tracked data and patterns.



Gamification:

Incorporates game-like elements (points, badges, leaderboards) to motivate users.

Leaderboards:

Creates a competitive environment to encourage healthy habits.

Digital Campaigns:

Promotes healthy behaviors through online campaigns and initiatives.

Reward Programs:

Rewards users for achieving health goals.

Badges:

Awards virtual badges to recognize accomplishments.

Personalized Content Feed:

Tailors content to individual user needs and preferences.

Social Sharing and Community:

Allows users to connect and share experiences with others.

Virtual Health Coach:

Provides personalized guidance and support.

Personalized Wellness Coaching:

Offers customized health and wellness strategies.

Game on Health Treasure Hunt:

Uses game mechanics to engage users in healthy activities.

Mood and Mental Health Tracking:

Monitors emotional well-being.

Health Insights and Trends:

Provides analyses and summaries of health data.

Symptom Checker and Al-driven Diagnosis Support:

Helps users identify potential health issues.

Stress Management and Feedback:

Provides tools and support for managing stress.

Medication Reminders and Management:

Sends reminders for medication and tracks medication usage.

Hydration Reminder:

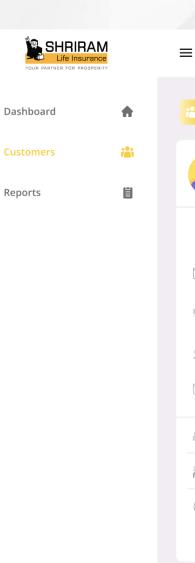
Reminds users to stay adequately hydrated.

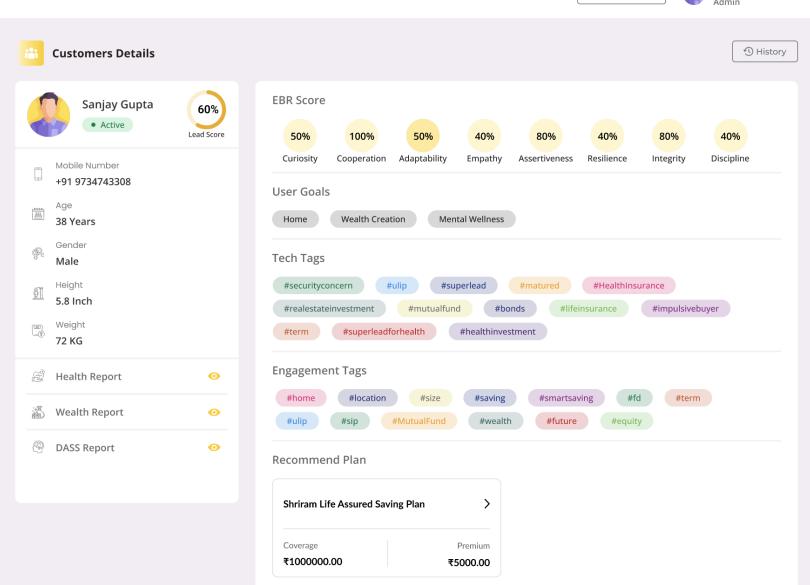
Healthy Recipes and Meal Planning:

Provides healthy recipes and meal plans.

Mental Health Chatbot:

Offers support and resources related to mental health.







Ramesh Rao 💙

€ Referral Link

9.4



EBR Discipline Index of User

Sample Discipline Index Result of a User



Know More

Convert - SECRET SAUCE





Smart Sell™ Success Matrix Turning Conversations into Conversions



	Success Lever	Impact
*	Ice-Breaking Made Easy	1.5× increase in meetings via personalized health-based conversation starter.
	Conversion Accelerator	30% higher sales conversion through smart customer engagement.
	Efficient Selling	Avoid uninterested customers – save over 25% of agent time.
	Insight-Led Dashboard	Track engagement, lead quality, and agent performance at scale.
	Powerful ROI Pricing	Just \$6,000/month or 5% of premium – scalable, transparent, high-ROI.
@ @	Dry Leads Activation	Revives unresponsive leads by offering meaningful health insights.
@ • @ • • • • • • • • • • • • • • • • •	Multi-Channel Access	App, Website, WhatsApp Link – designed for maximum accessibility.
	Customer Need Discovery	Insurance companies gain real-time insight into customer health & life goals.



Thank You!





