










# TP (page 1 of 2)

## Everest Group B2B sales services assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
B2B									










### Strengths

- TP provides comprehensive B2B and B2C sales services globally, utilizing a delivery network of approximately 100 centers, with established CoEs located in Canada, Brazil, Spain, Portugal, India, Indonesia, and Malaysia, to address diverse client requirements across multiple geographies
- It provides a range of B2B services with particular emphasis on inside sales and account management, while also demonstrating expertise across other processes such as sales planning and GTM strategy, sales operations, sales enablement, after-sales services, channel sales, and field sales
- TP's B2C offerings, including inside sales, account management, sales planning, GTM strategy, sales operations, and enablement, are delivered through a structured Sales Hub model. This model focuses on targeted recruitment, specialized training, leadership development, operational reporting, and tailored performance management
- TP employs a comprehensive Revenue-as-a-Service (RaaS) framework, leveraging advanced analytics, AI-powered tools, and personalized assessments to deliver modular and integrated sales solutions, aligning closely with client-specific sales strategies, operational objectives, and revenue targets
- TP has a diverse industry presence, notably across technology, telecom and media, BFSI, retail and CPG, healthcare, travel, and hospitality. It also delivers multilingual services, supporting client interactions across multiple languages such as English, French, Spanish, German, Japanese, and Arabic
- It maintains an extensive partner ecosystem, collaborating with technology vendors such as Genesys, Sprinklr, Kore.AI, CallMiner, Grypp, Central, Microsoft, Salesforce, and AWS, to integrate technology across various stages of the sales process. Recent strategic partnerships include Sanas and Parloa for capabilities such as accent localization and voice translation, and EMA for advanced agentic AI support
- TP has developed proprietary sales-support tools, including Athena, an AI-powered real-time agent-assist solution providing transcription, call monitoring, categorization, guidance, and performance tracking. Additional proprietary tools include TP Boost, a sales management platform; TP Interact, its gen AI-driven analytics offering; and TP Recommender, its predictive analytics engine, which collectively enhance sales management and execution
- It prioritizes recruitment and training, leveraging tools such as AI Nesting to simulate real-world sales scenarios for effective agent onboarding. It also uses Performance Predictor, an AI-based hiring tool that accurately identifies top talent, reduces hiring biases, and improves recruitment outcomes. Additionally, TP's LeadLab initiative offers structured programs to enhance leadership skills within its sales teams
- Buyers note strong operational execution, experience with KPI frameworks, and consistent staffing capabilities across regions as key strengths for TP

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#### Limitations

- A significant proportion of TP's client base encompasses large enterprises with revenue exceeding US\$10 billion, potentially hindering its appeal to small and midsize enterprises
- Its experience in serving B2C clients across field sales services remains largely untested
- Buyers highlight the need for greater proactivity and visibility into key offerings as key areas of improvement for TP