

Hyperke Founder, Atishay Jain, Gives TEDx Talk Focusing on Unconventional Paths to Success

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Hyperke's founder, Atishay Jain, recently gave a TEDx talk focused on unique paths to success. He highlighted insights that align with modern outbound sales and lead generation strategies. He talked about how trying unconventional methods can lead to great results, using parallels between personal relationships and sales processes to make his point.

In his talk, Atishay compared the sales process to building relationships. Each step?like introducing, discovering, proposing, nurturing, and closing?resembles stages in forming strong bonds. Understanding these steps can help businesses tailor their strategies to create more meaningful connections with clients.

For more information on Atishay's strategies and insights, visit his LinkedIn at https://www.linkedin.com/in/atishay-hyperke/. Here, he offers industry insights and commentary for partners and interested professionals alike.

Hyperke, founded by Atishay Jain, is a B2B growth partner, assisting businesses grow revenue using AI-led outbound sales. They specialize in two verticals - helping local marketing agencies sign more clients, and, helping retail brands get their products stocked at small to mid-sized retailers in North America.

During his talk, Atishay Jain emphasized that using unconventional approaches in outbound sales can reveal opportunities businesses might otherwise overlook. At Hyperke, this means supporting partners as they explore these paths to find measurable success.

Hyperke mixes traditional relationship-building with modern technology and data analysis to create personalized solutions for clients. These strategies focus on forming real connections, setting businesses apart in crowded markets. The goal is to prioritize quality and depth in customer engagements over just numbers.

The company sends out more than 2 million personalized emails every month, demonstrating the ability to manage large scale outreach campaigns. Hyperke was also named a top 1% company by Smartlead, and the company generated $29.8 million in pipeline value for their clients in 2024. To see more stats, visit the website at https://hyperke.com.

Jain's insights encourage businesses to rethink standard sales strategies, asking for a more personalized and human-focused approach. By viewing clients as partners in a lasting relationship instead of just transactional interactions, businesses can build stronger connections that lead to ongoing success.

For Hyperke, creativity and adaptability are key to succeeding in outbound sales. The company motivates clients to move beyond standard practices and explore methods that align better with their specific goals and issues. Jain noted, "Our role is to empower businesses through innovative strategies that drive tangible outcomes. We strive to be the ally that guides our clients through their journey of growth."

Hyperke Growth Partners strives to keep improving its services to stay current with market changes, helping partners have the most effective tools and strategies.

Atishay's YouTube channel also offers more insight and information at https://www.youtube.com/@atishay-jain-hyperke. These resources offer businesses additional opportunities to learn and grow, gaining new ideas and proven techniques.

Atishay Jain's TEDx talk highlights the importance of thinking creatively in sales strategies, combining advanced technology with timeless relationship-building concepts. Hyperke understands that alternative

approaches can lead to significant business growth and success. Businesses that embrace these lessons are in a stronger position, creating lasting partnerships with clients and businesses.

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Hyperke Growth Partners

Hyperke Growth Partners is a B2B demand generation company that offers lead generation and sales support to businesses in North America and Europe.

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