BUSINESS GROWTH CHECKLIST

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MARKETING SYSTEM
- → LEAD GENERATION SYSTEM ✅
- → LEAD STORAGE SYSTEM ✅
- → LEAD QUALIFICATION SYSTEM ✅

SALES SYSTEM
- → DEFINED SALES PROCESS ✅
- → FOLLOW UP SYSTEM ✅
- → REPEAT SALES SYSTEM ✅
- → SALES TRAINING SYSTEM ✅

NEW BUSINESS == > LOSSES DIRECT AND INDIRECT 50% - 150 %

ORDER FULFILLMENT SYSTEM
- → ORDER PROCESSING SYSTEM ✅
- → CUSTOMER DELIGHT SYSTEM ✅
- → SUPPLIER MANAGEMENT SYSTEM ✅

PEOPLE SYSTEM
- → PEOPLE HIRING SYSTEM ✅
- → PEOPLE TRAINING SYSTEM ✅
- → PEOPLE PERFORMANCE SYSTEM ✅
- → DELEGATION SYSTEM

REPEAT & REFERRAL

DATA MANAGEMENT SYSTEM
- → DATA STORAGE SYSTEM ✅
- → DATA MONITORING SYSTEM ✅

GROWTH & STRAGEY

FINANCIAL SYSTEM
- → CREDIT MANAGEMENT SYSTEM ✅
- → CASHFLOW SYSTEM ✅

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➤ Humare business mein jo badi growth aati hai, wo maximum time Marketing aur Sales ke system se aati hai. Yahan se humara 'New Business' generate hota hai. Agar ye naya business hum nahi acquire karenge to humara competitor le lega, kyunki customer ko to product khareedna hi hai.
Is level pe humein direct aur indirect loss hota hai, aur humare business mein 50%-150% ka farq padh sakta hai, agar hum ye cheez sahi se karle to.

➤ Order Fulfillment aur People System humari help karta hai 'Repeat' & 'Referral' mein. Bohot jyada time humara isi jagah jata hai, isliye hum dekhenge ki humara repeat aur referral acha hota hai.

➤ Data Management System mein humari growth aur strategy ke tools hote hai, jo humein kisi bhi level ke business ke liye chahiye hote hai.

Business mein humein in sabhi systems ki zarurat hoti hai, aur ye humare paas hone hi chahiye.

Ye workbook kiske liye nahi hai?

➢ Wo businessmen jo easy tips dhund rahe hai. Jo ye sochte hai ki unhe koi aasan cheez mil jaaye, aur unka business grow kar jaye.
Fundamental reason behind this is – agar aasan cheez hogi to sab hi log dekh lenge, to aapka competitive advantage kahan hai?

➢ Wo businessmen jo growth to chahte hai, par uske liye koi effort nahi lagana chahte. Bas koi aasan tarika chahte hai
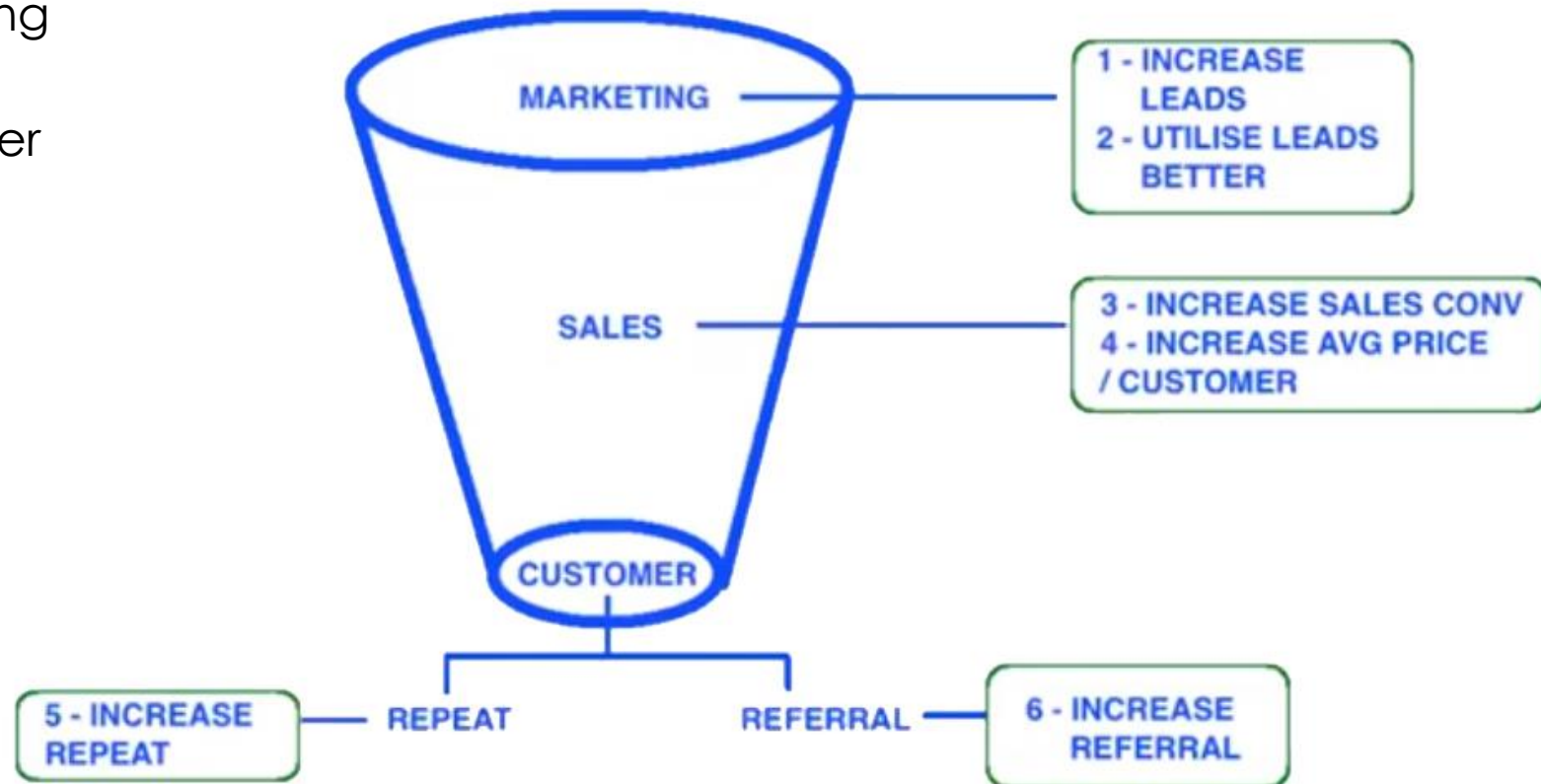Aise logon ki ye workbook koi help nahi kar paayegi.

Ye workbook kiske liye hai?

➢ Wo businessmen jo systematic tarika chahte hai, apne business ko grow karne ke liye.
➢ Wo businessmen jo apne business ko grow karne mein jaan lagana chahte hai.

➢ Wo businessmen jo wo sab implement karna chahte hai, jo unhe sikhaya gaya hai.

Har business mein 3 cheezein hoti hai –

1. Marketing
2. Sales
3. Customer

- Agar humare business mein marketing se aaj 100 log aa rahe hai, to zaruri nahi ki har aadmi humara customer ban jaye.
- Ho sakta hai usne baat karne ke baad, 100 mein se 30 log humare customer ban gaye. Ye 30 log 'sales' ka effort hai.

- In 30 customers ko humne service di, jiske baad unhone humein 'Repeat' aur 'Refer' kiya.

Koi bhi business- chahe wo wholesaler ka ho, retailer ka ho, service, brand owner, manufacturer etc, agar hum simple terms mein samajhne ki koshish karein to sirf itna hi hai. Iske alawa kuch bhi nahi hota hai. Ek level pe ye hi business hota hai, humein bas ye saare fundamentals theek se samajhne hai, aur wahan focus karna hai jo cheez humare business ke liye sabse zyada zaruri hai.

A.   MARKETING

Agar humein apne business ko grow karna hai, to pehle ye dekhna hai ki wo kaun-kaun si jagah hai jahan se hum grow kar sakte hai, aur kaun-kaun si wo opportunities hai.

1) **Increase in Leads –** Jyada leads lana, ya, zyada logon se milna. Hum jitne zyada logon se milenge, utna hi humara business automatically grow karega. Isliye, business ko grow karne ke liye humein sabse pehle wo kaam karne hai, jo humari leads badaye.

2) **Utilise leads better –** Jo leads humare paas aa chuki hai, unhe sahi se use karna bohot important hai. Humein ye dhyaan rakhna hai ki wo waste na ho jaaye.

For example- ganne ka ras nikalne ke liye, ek baar hi ganna use karke nahi feka jata. Kabhi bhi ras ek baar mein nahi nikalta. Wo aadmi kam se 10-12 baar mein us ganne ka pura ras nikal leta hai. Matlab, wo jyada ras ke liye zyada ganne use nahi karta, balki usi ganne ko baar baar use karta hai.

Agar humein apne business mein growth lani hai, to ye marketing ka 'lever' hai. Lever matlab, har wo effort humari company mein jo leads ko badha raha hai, aaye hue logon ka sahi se utilization kar raha hoga.

B. SALES

3) Increase sales conversion - Agar humein apna business badhana hai, to humein apna sales conversion badhana hoga.

For example – humara ek store hai, aur aaj wahan 100 log andar aaye, humne dekha ki 100 mein se 30 hi hai jo humara customer ban rahe hai. Ab humne socha ki hum baakiyon ko bhi convert kare, kyunki aise multiple reasons hai jiski wajah se wo wapas jaa rahe hai. Ho sakta hai humare paas wo design na ho, price zyada ho ya aur koi bhi wajah ho sakti hai. Sales conversion hum humari sales team ki training karke better kar sakte hai, matlab, humne humare sales ke control point par kuch changes kare jaise team ko train ya analysis, jisse humare sale badhe.

4) Increase average price per customer – Humein ye sochna hai ki agar hum abhi ek customer se 100/- kama rahe hai, usi same customer se hum150/- kaise kamaye. Hum unhe kaise wo service de ki 100/- ke 150/- ho jaye.

C.   CUSTOMER

5) Repeat – Jab ek baar koi humara customer ban gaya, to humein use itni achi service deni hai, ya uske liye itna acha experience create karna hai jisse wo humse baar baar service le.

Agar hum apne business mein, kisi bhi tarah se apna repeat badha sakte hai, to humara business kaafi grow kar sakta hai.

6) Increase referral – Iska matlab humare customers, humari service ke baare mein aur logon ko bata rahe hai, jisse ki wo log bhi humare paas aa rahe hai. Is tarah se humare paas aur business aana shuru ho jaayega.

Kisi bhi business mein, organic tarike se badhne ke ye 6 control points hote hai. Business ko badhane ke liye humein inhi 6 points par kaam karna hota hai.

What is a system?

- Ye wo machine hai jisse hum cheezein 'REPEAT' kar sakte hai.
- Jisse hum 'CONSISTENT RESULTS' paa sakte hai.

For example – jab mein college mein tha, to mess mein khana acha nahi milta. Chuttiyon mein ghar par maine mummy se kaha ki aap mujhe rotiyan banana sikha do, kyunki hostel ki achi nahi lag pati. Ab unki to roti ekdum perfect gol banti thi, par humari aadi tedi. To humein wo result nahi mil pa raha tha jo hum chah rahe the. Tabhi wahan se papa guzar rahe the aur unhone pucha ki problem kya hai. Problem jaan kar papa ne ek steel ke dabbe ka dhakkan nikala, aur use roti ke upar rakh diya aur daba diya. Isse side ka bacha hua aata alag cut gaya, aur roti ekdum gol ho gayi.

Aise gol roti banana ka 'system' ban gaya. Kaisi bhi roti bane, dhakkan use karke hum use ekdum gol kar sakte hai. Ye hua Repeatable System, jisse consistently same result aate rehte hai.

Another example – jab hum ATM pe jaate hai, to humesha process same rehti hai. Humein apna card daalna hota hai, fir code aur amount jitna humein nikalna hai, aur machine humein result de deti hai. ATM humein consistently same amount of paise

deta rehta hai, matlab ki wo ek repeatable system hai, jisse humein consistent result milte hai.

Jab hum Business Growth System ki baat karte hai, to hum us system ki baat kar rahe jo humein repeat tarike se, same tarike ke consistent results de.

2 important cheezein hai jiske around hum growth checklist banaenge.

- Business mein growth lane ke 6 tarike jo humne upar dekhe.
- System ke according.

MARKETING SYSTEM

Jo areas mein sabse jyada businessmen peeche reh jaate hai, aur jo bohot important hai, wo hai –

1. Lead Generation System

Ek aisa system humare paas hona chahiye, jisse consistently humare paas fresh leads aati rahe. Ye bohot hi zaruri system hai.

2. Lead Storage System

Jitne bhi logon se humari baat ho gayi, uski puri information humare paas honi chahiye aur use dhang se sambhalna chahiye.

3. Lead Qualification System

Har information jo humare paas aati hai wo kaam ki nahi hoti, to humare paas ek lead qualification system bhi hona chahiye jo humein ye bataye, ki saari cheezein sahi ho rahi hai ya nahi? Humare paas kaam ke log aa rahe hai ya nahi?

1. What is the impact of not having a Marketing System?

DIRECT IMPACT

1 - YOU LOOSE MONEY BECUASE YOU ARE
   NOT REACHING OUT TO LEADS WHO ARE
   LOOKING OUT FOR WHAT YOU SELL

2 - YOU LOOSE MONWY WHO COULD
   HAVE BEEN YOUR CUSTOMERS
   BECUASE OF MISMANAGEMENT

3 - BUSINESS DOES NOT GROW

INDIRECT IMPACT

1 - YOU LOOSE REPEAT REVENUE

2 - YOU LOOSE REFERRAL REVENUE

50 % - 100 % LOSS

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DIRECT IMPACT

➢ Humara product bikta to hai, iska matlab logon ko uski zarurat hai, lekin hum intezaar kar rahe hai ki log khud humare paas aaye, humse interact kare aur humari sale ho. Lekin sochne wali baat ye hai ki, humara jo competitor hai, wo kisi cheez ka intezaar nahi kar raha hai. Wo khud logon ke paas panhuch raha hai aur humse pehle logon ko bata de raha hai, jiske wajah se customer hum tak aa hi nahi raha hai. Iske baad humare paas to bas bacha hua maal aa raha hai, upar ki badiya cream to kisi aur ne le li.

➢ Humein money ka bhi loss hota hai kyunki, jo log humare customer ban sakte the, wo bane hi nahi kyunki hum theek se cheezein manage hi nahi kar paye.

➢ In sab reasons ki wajah se business grow bhi nahi kar pata

INDIRECT IMPACT

➢ Jab customer humare paas aata hai, aur humare service/produc badiya hai, to 50-60% aise customers hote hai jo 'Repeat' karte honge. Lekin, jo customers humare paas aaye hi nahi, humein unhe repeat karwane ka mauka bhi nahi mila. Isse humare business ka direct loss hota hai.

For example – humara ek salon ka business hai aur ek lady hai jo humare paas aati hai. Humein pata hai ki agar kaam acha hua to wo zindagi bhar humare paas aayegi. Agar wo humein aaj 100/- de rahi hai, aur wo aage bhi aati rahegi kam se kam 50 baar, to,

50 x 100 = 5,000/-

Ye wo revenue hai jo humne loose kar diya, kyunki, hum pehle level pe customer ke paas pahunche hi nahi the.

Jab ek customer humein repeat karta hai to, wo lifetime tak humein paise deta hai. Lifetime mein hum use jitna bhi revenue kama sakte the, humne wo gawa diya.

➢ Wo customer jo aur 2-3 logon ko humare bare mein batata, wo revenue bhi humara miss ho gaya.

Bohot se businessmen 50%-100% ka ye loss daily level pe ya monthly level pe utha rahe hote hai kyunki, wo ye kaam nahi kar rahe hote hai.

WHY NOT ?

- TIME NAHIN HAI
- KNOWLEDGE NAHIN HAI
- PAST FAILURES == > TOOL BLAME

➢ Zyadatar businessmen se agar puche ki unke paas Marketing System kyun nahi hai, to unka jawab hoga ki unke paas time nahi hai.

➢ Second level pe logon ko pata hi nahi hota ki ye kaam hoga kaise, iska kya sahi tarika hoga? Kyunki, marketing mein lagte hai paise, aur paise sahi se nahi lage to nuksaan hoga.

➢ Bohot log kehte hai ki humne Facebooks, WhatsApp etc. use kiya, lekin humara kaam nahi hua.
For example – 2 bachhe IIT ki preparation kar rahe hai. Dono ke paas same book hai, lekin ek ka to padh ke ho gaya IIT mein admission, par dusre ka nahi hua. Isme us book

ka koi kasur nahi hai. Galti to us bachhe ki hai jisne sahi se book ka use nahi kiya aur dhang se padai nahi ki.

Aise hi, kahin log kehte hai ki - In tools se humara kaam nahi hua, hum try kar chuke hai. Try karne se kaam nahi hota, par question ye hai ki, kya humne sahi se try kiya? Aisi bhi possibility hai ki humne sahi se try kiya hai, par wo marketing channel humare liye nahi kaam kar payi ho. Lekin, sochna bas ye hai ki, kya humne sahi tarike se kiya? Agar hum tarika badle to shayad baat ban jaye.

Mainly ye hi 3 reasons hai jiski wajah se log Marketing System nahi use karte hai. Isse wo daily aur monthly level pe nuksaan uthate rehte hai.

Humara competitor humara business isliye hi lekar jaa pata hai kyunki, wo is area mein humse aage hota hai.

SALES SYSTEM
1 - SALES PROCESS
2 - FOLLOW UP SYSTEM
3 - REPEAT SALES SYSTEM
4 - SALES TRAINING SYSTEM

1. SALES PROCESS

Sales System mein aata hai humara Sales Process, jisme defined hota hai ki kaunsa kaam kaise hoga. Sales process mein alag alag stages hoti hai –

   i.   Know your customer.

   ii. Kaise humein apne product ka presentation karna hai.

  iii. Humein kaise customer ke saath negotiate karna hai.

  iv. Customer ke objections ko humein kaise manage karna hai.

   v. Deal close karna.

Jo excellent aur badi companies hoti hai, wo is cheez mein mahir hote hai. Wo in choti-choti stages ko pakad kar inme excellency laate hai. Problem ye hai ki, humare paas jo product/service hai wo unique nahi hai, almost sabke paas same hi hoti hai.

Agar sabke paas same hi hai, to humari edge kahan hai? Edge humein 2 jagah milege-

- Operations sahi se karna.
- Aur jo humare sales team hai wo top notch honi chahiye.

Tabhi hum market crack kar paayenge. Sabke paas same cheezein hai, to jeetega wahi jo better tarike se customer ko samjha paayega.

2. FOLLOW UP SYSTEM

Jo log humare paas aate hai, wo humesha kharidne ke liye ready nahi hote. Hum aksar un logon ko to rakh lete hai jisse humari sale hui, par jisse nahi hui hum use chod dete hai. Lekin, wahan pe bhi bohot sara masala padha hua hota hai, jise hum chod dete hai aur utilize nahi karte. Yahan kaam aata hai humara Follow Up System.

3. REPEAT SALES SYSTEM

Sabhi businessmen ke yahan bohot saari repeat sales aati hai, aur isi se humara busness chal raha hota hai. Lekin, ye sahi se organize nahi hua hota hai. Isme capability 100 units ka juice nikalne ki hoti hai, par hum sirf 40 ka hi nikal paate hai. Kyunki, humne is system ko sahi se optimize nahi kiya hua hota hai, aur sahi se manage nahi kiya hua hota hai.

Iske liye humare paas Repeat Sales ka proper system hona chahiye.

Ye wo area jahan humein business mein 'Edge' milti hai. 90% companies mein sales team ki koi training nahi hoti. Aise hi thoda bohot sikha kar unhe bhej diya jata hai, aur isse results nahi aate hai.

Agar humein Virat Kohli jaise results chahiye, to humein kaam bhi waisa hi, aur utne hi kaide se karna padega, nahi to hum bas gali ke hi cricketer bane rahenge.

1. What is the impact of not having a Sales System?

DIRECT IMPACT

1 - LOSS OF MONEY IN FORM OF SALES PERSON SALARY

2 - LOSS OF MONEY IN FORM OF LOST SALES BECUASE OF MISSING PROCESS

3 - LOSS OF MONEY IN FORM OF LOST SALES BECAUSE OF UNTRAINED STAFF

4 - LACK OF STAFF MOTIVATION

INDIRECT IMPACT

1 - LOSS OF REPEAT REVENUE

2 - LOSS OF REFERRAL REVENUE

DIRECT IMPACT

➤ Salesperson kuch bhi kar raha ho, humein pata hi nahi hota hai. To sabse pehle, hum use jo salary de rahe hai, wo humare liye direct loss hua.

➤ Humare paas bohot saari lead aayi, par process na hone ki wajah se sahi se manage nahi ho paayi. Logon se humne baat kari, koi chala gaya to hum use bhul gaye, follow up karne ki jagah.

➤ Agar humara staff logon se mil bhi le, par, untrained hone ki wajah se wo conversion nahi la pata.

➤ Jab sale nahi hoti, to sabse zyada sales wale ka motivation low ho jata hai. Sales team ka motivation humesha high rehna chahiye, kyunki uski ego ko sabse jyada chot lagti hai, kyunki use sabse jyada rejections milte hai.

Aise hi sales ka system na hone se bohot sare losses hote hai. Iski count nahi hai ki in choti-choti cheezon ko jodh kar hum kitna badha bana sakte hai, aur apne business mein kitna difference la sakte hai.

INDIRECT IMPACT

➤ Sale nahi hui to humara Repeat aur Referral dono chala gaya.

Marketing aur Sales ke mismanagement se, repeat aur referral ka to nuksaan ho hi raha hai. Ye wale loss ko agar humein calculate karna hai iska ek tarika hai.

Humare business mein ye dekhna hai ki repeat percent kitna hai, maan lete hai waise hi hum utne customer chod rahe hai, to repeat pe kitna chod rahe honge?

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2. Why do you not have a Marketing System?

WHY NOT ?

- TIME NAHIN HAI
- KNOWLEDGE NAHIN HAI
- PAST FAILURES == > TOOL BLAME

➤ Kyunki sales team ko train karne ka time nahi hai.
➤ Team ko train karna nahi aata. Performance measure karna nahi aata. Follow up system banana nahi aata.
➤ Koshish kari, bana nahi, to chod diya.

Jab humara order aa gaya, to hum use itni achi service deni hai ki wo humein baar-baar repeat business deta hai aur referral deta hai. Isse humari growth hoti hai, aur iske liye humein chahiye hota hai Order Management System.

ORDER MANAGEMENT SYSTEM
1 - ORDER PROCESSING SYSTEM
2 - CUSTOMER DELIGHT SYSTEM
3 - SUPPLIER MANAGEMENT SYSTEM

1. ORDER PROCESSING SYSTEM

Jo requests humare paas aa rahi hai, wo time deliver ho rahi hai ya nahi? Uski quality aur qyantity thik hai ya nahi?

Ye saare parameters jo humne customer ko promise kiye hue hote hai, usko fulfil karne ke liye humein chahiye hota hai Order Processing System.

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2. CUSTOMER DELIGHT SYSTEM

Hum ise service ka system bhi maan sakte hai. Jo bhi hum service/product apne customer ko de rahe hai, humein koshish karna hai ki hum unhe delightful experience hi de.

3. SUPPLIER MANAGEMENT SYSTEM

Agar humara manufacturer ka business hai to, vendor ka aana. Retailer hai to, product ki delivery etc.

Ye systems Order Management ke liye bohot important hote hai, taaki hum apna jo customer se promise hai wo fulfil kar sake, jo hai –

RIGHT TIME
RIGHT QUANTITY
RIGHT QUALITY
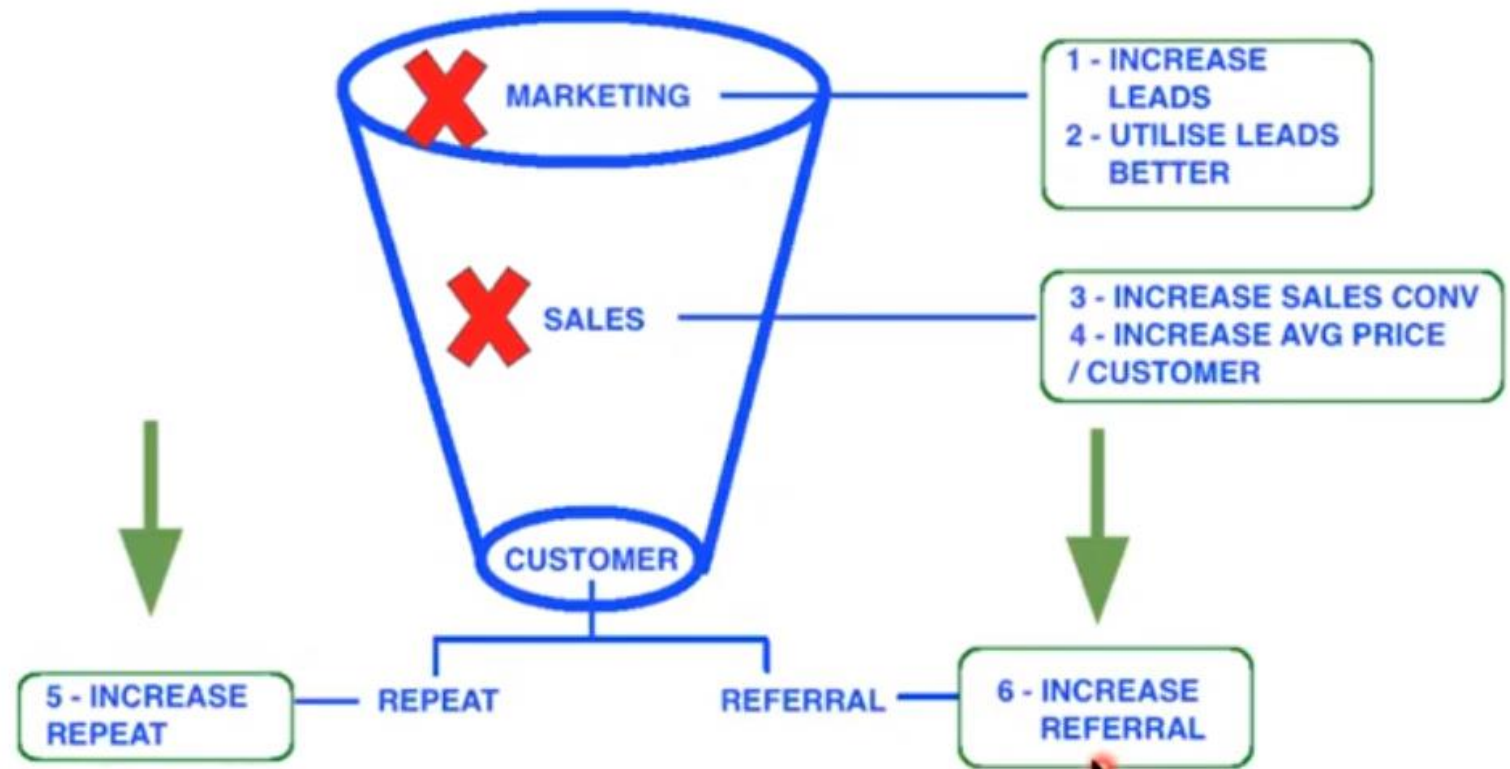RIGHT COST

Jab hum ye kaam consistently karte rehte hai, saalo tak, tab automatically humara 'Brand Name' banta hai, aur results aate hai.

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Is system pe normally sabhi businessmen apna sabse jyada time spend karte hai. Wo agar customer ka koi phone aa raha hai to use bhi receive kar rahe hai, unki complaint bhi dekh rahe hai, ya apne employees se delivery status puchte rehte hai. To yahan par wo sabse jyada time nikal dete hai.

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1. What happens when you spend time on operations?

Jab hum operations pe time bitate hai, to hum dekhenge ki humara Repeat increase hota hai, kyunki hum customer ki problems solve kar rahe hote hai. Yahan humare Referrals bhi increase hote hai. Bohot baar hum customers se bolte hai

ki humari quality bohot achi hai. Lekin quality achi hona to niyam hai, agar wo achii nahi hogi to hum waise hi market se bahar ho jaayenge.ye to basic requirement hai, ye differentiation nahi hota.

Jab hum bohot zyada time yahin bita dete hai, to humari jo main cheezein hoti hai – Marketing and Sales le lever, wo aise ke aise hi choot jate hai. Kyunki hum Order Management System mein hi pure kharch ho jaate hai.

Agar humein apne business ko tezi se badhana hai to wo Order Management se nahi hoga. Uske liye humein Marketing aur Sales mein mehnat karni hogi, kyunki sabse zyada growth yahin se aati hai.

2. Why do you not have a Order Management System?

> Bohot saare businessmen operations mein lage rehte hai, aur baaki cheez sahi karne ka unke paas time nahi hota.

WHAT IS MISSING??

ORDER KO FULFIL KARNE KE LIYE, HUMEIN AUR SUPPORTING SYSTEM CHAHIYE HOTE HAI.

SYSTEM APPROACH
→ SYSTEM CREATION

PEOPLE SYSTEM
→ PEOPLE HIRING SYSTEM
→ PEOPLE TRAINING SYSTEM
→ PEOPLE PERFORMANCE SYSTEM
→ DELEGATION SYSTEM

MONITORING SYSTEM
→ DATA STORAGE SYSTEM
→ DATA MONITORING SYSTEM

In systems ke na hone ki wajah se, business owners ka bohot saara time business operations ko manage karne mein nikal jata hai.

SYSTEM APPROACH

Sabse pehle system ki approachi nahi aati, ki system kaise create kiya jana chahiye

PEOPLE SYSTEM

Ye mostly missing hota hai. Log referral se hi hire kar lete hai, par ye sahi nahi hota. Humare paas badiya team nahi hai, tabhi to hum order processing mein lage rehte hai. Kyunki, wo log unka kaam sahi nahi kar rahe, to humein hi wo karna padta hai.

- Iske liye chahiye hota hai humein proper People Hiring System.
- People Trainig System – ye bohot important system hai jo mostly lacking hota hai. Kyunki unhe training karani hi nahi aati, ki kis cheez mein train kare, kaise karein?
- Koi Performance measurement ka system nahi, koi feedback dene ka system bhi nahi.
- No Delegation system. Iske na hone se humein hi wo kaam karna padta hai. Bohot se owners ka maximum time accounts mein nikal jata hai. Lekin accounting se

business mein growth kaise aayegi?? Jab hum accounting mein time nikal denge to business grow kar hi nahi paayenge.

MONITORING SYSTEM

Kaafi saare badhe-badhe businessmen bhi yahan peeche reh jaate hai. Iski wajah se apne logon ko manage nahi kar paate, ye nahi samajh paate ki business kis jagah par hai, aur next step kaise lena hai growth ke liye. Idhar-udhar jawaab dhundne ki koshish karte hai, par wo jawaab sirf humein data mein hi milega. Data hi humein bataega ki business grow kaise karna hai. Ye skill business owners mein hoti hi nahi hai. Bada business hoy a chota, ye system missing nahi hona chahiye.

<p align="center">'Whatever gets measured, gets controlled'</p>

For example – agar hum doodh pi rahe hai, aur us doodh mein ek makkhi hai jo humein nahi pata hai. Lekin agar kisi ne humein wo dikha di, uske baad hum wo doodh nahi piyenge aur use badal denge.

Monitoring ka matlab ye hi hai. Apni aankhe khuli rakhna aur dekhna ki humare business mein kahan kya chal raha hai. Numbers dekhte hi humein samajh aa jana chahiye ki kahan galti hot rahi hai.

Ye skill absolutely essential hai. Iske liye humare paas hona chahiye –

- Data Storage System
- Data Monitoring System

Ye saare systems missing hone ki wajah se hum log, aur bohot saare business owners circle mein ghumte rehte hai. Same steps karte rehte hai, jisse business grow nahi hota. Business grow hoga us circle se bahar aake aage badhne mein.

'Humein apne business 'PAR' kaam karna hai,
business 'MEIN' kaam nahi karna hai!'

FINANCIAL SYSTEM

'Cash humare business ki Oxygen hota hai.'
Agar ye khatam ho jaaye, to sab khatam ho jata hai. Bohot logon ko ye to pata hai ki wo paise kama rahe hai, par ye nahi pata ki kitne kama rahe hai. Paisa kahan aata hai, aur kahan chale jata hai, ye pata hi nhi hota. Isliye humein zarurat hoti hai –
- Credit Management System
- Cashflow System

Bohot saare owners credit mein hi khatam ho jaate hai. Firstly, credit ka system nahi hota. Secondly, unhe lagta hai ki agar wo samne wali party ko pressure denge, to unka sentiment hurt ho jaayega, aur wo kisi aur ke paas chale jaayenge.

In problems ko face karne mein owners ki puri life nikal jaati hai. Wo na bachho ke saath zyada time spend kar paate hai, na khud ke saath, sirf pareshani mein reh jaate hai.

➢ Ye kaam karna koi difficult kaam nahi hai. Bas ek baar mehnat karni hai, fir wo humesha ke liye setup ho jaayega.

➢ Ye humari zarurat ka kaam hai. Agar ye hum nahi karenge to humara competition to kar hi raha hoga. Humein dikhega nahi, par hum peeche chale jaayenge.

Aajkal ke business mein jahan par differentiation nahi hota, sirf 2 jagah hoti hai jahan hum alag dikh sakte hai –
   i.   Sales
   ii. Operational excellence – kyunki, aakhri mein jaa kar bohot logon ke liye bay price par khatam ho jaati hai.

Agar humare paas ye na ho to, business mein aage badhne ke bohot hi kam tarike honge agar hue to.

'Time badal raha hai, technology badal rahi hai,
business karne ka tarika badal raha hai'

Abhi agar hum safe hai, to ho sakta hai agle 5 saal mein safer ho jaaye.

How to calculate efficiency of our business

Checklist mein systems kea age ek column bana kar har system mein apne aap ko 10 mein se rate karke hum efficiency nikal sakte hai. Hum kis system mein kaam karte hai, aur kisme nahi, accordingly khud ko marks de dena hai. Sabhi 18 sub systems mein, aakhri mein marks calculate honge out of 180. Ye hogi humari business efficiency. Agar hume systems pe sahi se kaam karna chalu karenge to ye efficiency grow kar jaayengi.

MARKETING SYSTEM /10
→ LEAD GENERATION SYSTEM ✅ → 8 / 10
→ LEAD STORAGE SYSTEM ✅ → 2 / 10
→ LEAD QUALIFICATION SYSTEM ✅ →

SALES SYSTEM
→ DEFINED SALES PROCESS ✅
→ FOLLOW UP SYSTEM ✅
→ REPEAT SALES SYSTEM ✅
→ SALES TRAINING SYSTEM ✅

ORDER FULFILLMENT SYSTEM
→ ORDER PROCESSING SYSTEM ✅
→ CUSTOMER DELIGHT SYSTEM ✅
→ SUPPLIER MANAGEMENT SYSTEM ✅

PEOPLE SYSTEM
→ PEOPLE HIRING SYSTEM ✅
→ PEOPLE TRAINING SYSTEM ✅
→ PEOPLE PERFORMANCE SYSTEM ✅
→ DELEGATION SYSTEM

DATA MANAGEMENT SYSTEM
→ DATA STORAGE SYSTEM ✅
→ DATA MONITORING SYSTEM ✅

FINANCIAL SYSTEM
→ CREDIT MANAGEMENT SYSTEM ✅
→ CASHFLOW SYSTEM ✅

GROW

MARKS / 180

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Agar humare paas ye saare systems nahi hue to, jaisa chal raha hai waisa hi chalta rahega. Agar humein top level ke results chahiye, to mehnat bhi top level ki karni padegi. Aasan tariko se top results nahi milenge.

Humein easy tips nahi chahiye jo har aadmi ke paas hai. Humein kuch aisa dhundna hoga jo humein sabse differentiate kare, aur wo aasan kaam nahi hoga. Wahan humein milega ek competitive advantage. Ise kehte hai 'Execution Excellence'. Isse hum baki businesses se differentiate kar jaayenge.

1. Aapki growth ki kya checklist honi chahiye? Kaun se items aapke paas hone hi chahiye, company ko aage badhane ke liye?
2. Kya aapke paas Marketing System hai? Agar nahi to kyun?
3. Business mein Marketing System na hone ka kya impact hoga?
4. Kya aapke paas Sales System hai? Agar nahi to kyun?
5. Business mein Sales System na hone ka kya impact hoga?
6. Aap apna sabse zyada time business mein kahan bitate hai? Aur use business pe kya aur kis jagah impact aa raha hai?
7. Operations pe jab aap time bitate hai, to uska kya impact hota hai? Kya-kya sahi aur galat hota hai?
8. Agar aapke paas growth checklist ke systems nahi honge to kya hoga?

BUSINESS MASTERY PROGRAM

COURSE CURRICULUM

1 - MARKETING SYSTEMS
Marketing Plan - Getting More Customers
Advertising
Price
Competition Analysis
Branding
Marketing Tools & Framework

2 - SALES SYSTEM
Identifying Sales Needs
Sales Objections
Sales Negotiations
Closing The Sale
Sales Follow Up System
Sales Training
Sales Performance
Repeat Sales System
Sales Tools & Framework

3 - AUTOPILOT SYSTEM
Creating Systems
Marketing System
Sales System

Marketing Plan - Getting More Customers

- We will show you how to create your marketing plan and execute it
- We will show you all the steps that you need to have in your marketing plan to bring more customers to your business
- We will show you how to choose the right marketing channel for your service/products.
- We will show you how to create low cost growth strategies for your business for increasing sales
- We will show you how to increase sales using digital platform like facebook, instagram, twitter etc
- We will show you how to create your digital marketing platform to increase your sales
- Not everyone is your customer , we will show you how to define and find customers who are waiting for your product/service
- We will show you how to identify locations where you can increase sales

Advertising

- We will show you seven proven ideas to write better advertising for newspapers, brochures, magazines and internet offers;
- We will show you how to set advertising budgets for your company in four different ways
- We will show you how to use the eight proven rules for successful advertising of any kind
- We will show you how to create a brand that pulls customers towards you

Price

- We will show you how you can beat your competition by using prices as a strategic tool;
- We will show you how you can price your product or service several different ways;
- We will show you how you can use pricing strategies to create competitive advantage.
-

Competition Analysis

- Identify your major and minor competitors in your market;
- We will show you three ways in which your product or service is superior to your competitors;

- We will show you how to develop strategy to win customers away from your competitors;
- We will show you how you are going to exploit the weaknesses or vulnerabilities of your competitors.

Branding

- Determine and create your own company brand;
- We will show you how to conduct a branding analysis of your company today;
- We will show you how to develop a distinct and unique presence in your market;
- We will show you how to apply the Seven Laws of Branding to your sales and marketing activities;
- We will show you how to create a personal brand based on your values and character;

Marketing Tools & Framework

- Customer Need Identification Framework
- Focus Product Framework
- Growth Strategy Framework
- Marketing Analysis Framework
- Facebook Marketing Course

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Identifying Sales Needs

- We will show you how to 10X your sales by using our "O.K.P.O.N.C" sales framework
- We will should you how to master 6 steps of sales by using our Sales Script
- We will show you how you can create an offer where customers cannot say "No" to you by accurately identifying customer need
- We will show you how to convince customers to say "Yes" to your offer.
- We will show you how to find out how customers make a buying decision so that you can fulfill the customer criteria of buying
- We will show you how to create sales referrals and increase your sales

Sales Objections

- We will show you how to how to win price war in your by utilising you 7 things which are more important than price
- We will show you how to manage each objection by using 2 formulas to manage objections
- We will show you what are the 4 times when you should deal with objection to manage objections

Sales Negotiations

- We will show you how to negotiate by following one primary rule of negotiation
- We will show you how to sell without discounts by using negotiation as a sales tool
- We will show you how to create sales offers so that customer does not talk about discounts

Closing The Sale

- We will show you 4 conditions that should be met before you can close the sales.
- We will show you how to close sales fast by 5 best closing methods.
- We will show you how to create urgency to close your sales fast.
- We will show you how to close sales once the client says - "Let me get back to you "

Sales Follow Up System

- We will show you to 2X your sales by creating a robust sales follow up system
- We will show you how to set up a Sales CRM in a way that you do not miss out on sales

Sales Training

- We will show you how to hire a low cost sales person and train them using our sales training framework to become a champion salesman

- We will show you how to make a champion sales team by using our sales team training framework specifically designed to train the sales team
- We will show you how to measure the performance of salespeople by using our Sales performance matrix
- We will show you how to create winning sales team by using "Hunter - Farmer" method

Sales Performance

- We will show you how you should measure the performance of your sales person and keep them motivated
- We will show you how to set up incentives for your sales team to keep them motivated
- We will show you how to retain your top performers in the sales team and keep them motivated.

Repeat Sales System

- Repeat sales is one of the most ignored areas of sales. Lot of business owners lose this easy sale.
- We will show you how to increase your repeat sales by using our Repeat Sales Framework.
- We will show you how to get people to buy again and refer others;

Sales Tools & Framework

- O.K.P.O.N.C Sales Framework
- Repeat Sales Framework
- Sales Training Framework

3 - AUTOPILOT SYSTEM

Creating Systems

- We will show you how to free up your time and get work done by your team in an excellent way using our Auto-Pilot system framework
- We will show you how you can create systems using our Autopilot system framework with step by step guidance and support.
- We will show you how to keep your business running even when you are not available at work using our remote management system
- We will show you how to create your core leadership team by using our core leadership framework . This team will help you scale your organisation

Marketing System

- Lead Generation System
- Lead Collection System
- Lead Qualification system

Sales System

- Sales System
- Repeat Sales System

Order Management Systems

- Order Management System
- Service Management System
- Supplier Management System

Financial Systems

Credit Management System

- We will show you how to create a credit management system which will allow you to recover your cash fast and grow your business
- We will show you how to timely recover your money without hurting customer sentiments

Stock Management System

- We will show you how to create a stock management system so that you do not have dead stock and you can utilise that money to grow your business

- We will show you how to purchase smartly using our stock management system so you do not end up having dead stock and dead capitalCash Flow System

Cash Management System

- We will show you how to create cash flow system in a way that you know where your money is flowing and how much are you earning

<u>All Systems</u>

We will show you how the create the following 9 important system required for every business

- Marketing System
- Sales System
- Repeat Sales System
- Order Management System
- Service Management System
- Supplier Management System
- Credit Management System
- Stock Management System
- Cash Flow System

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People Hiring

- We will show to how to create job descriptions in a way that lot of people approach you for job
- We will show you how to find ideal low cost candidates for your business
- We will show you how to select right candidate by using our interview framework

People Training

- We will show you how small business can create a training structure so that they can train low cost employees and make them champions
- We will show you how to find out what trainings are required for your employees
- We will show to you how to test your employees after they are trained to ensure that they are ready to serve in the best possible way
- We will show you how to train your employees so that they don't leave you
- We will show you how you can stop losing customer after your employee has left you

Getting Work Done From People

- We will show you how to pass on work to your employees to that you can free up your time and concentrate on business growth

- We will show you how can develop employees so they can free you up from daily operations
- We will show you what are the tasks that should be given to employees and what are the tasks that you should work on.
- We will show you how to communicate with your employees so that they start taking responsibility and start performing in your absence from work
- We will show you how you can manage the salary raise demand from your employees
- We will show you how you should feedback to your employees to keep them motivated at all times

People Performance

- We will show you how you can measure people performance using our performance measurement framework
- We will show you how you should set incentives so that your employees are motivated at all times.

People Tools & Frameworks

- Interview Framework
- People Performance Framework
- People Training Framework
- Core Leadership Framework

Data System

- We will show you why storing and understand the data is the most important skill for small business owners
- We will show you what data you should capture to control and grow your business
- We will show you how you can arrange your data to work remotely
- We will show how you can monitor your marketing using our Marketing CRM
- We will show you how you can monitor your sales on day to day basis and understand how your sales team is performing
- We will show you how you can monitor your orders on daily basis using order management system
- We will show you how can monitor your people performance on daily basis and give them feedback regarding their performance

Data Monitoring

- We will show you how you should understand data to make intelligent business decisions
- We will show you how you can see trouble coming and correct it before it happens

Live Online Training

- Live online training allows you to attend the program from the comfort of your home - all you need is a phone and 4g connection
- You save your money on travelling and staying at a hotel.
- You can attend it from anywhere even when you are travelling.
- You can ask as many questions as you like in the class - Video learning does not allow you that.
- You do your important business exercises during class hours so there is no homework
- You are more disciplined and organised during live class.

Live Class Recordings

- All the classes are recorded so you do not miss on important concepts.
- You can watch the class as many times as you like
- You have lifetime access to the classes
- Even if you miss the class you can watch the recordings.

Program Schedule

- The duration of the program is 3 months from the program start date.
- The classes are conducted over the weekend in the mornings - this allows you to get your learning without business loss
- There are two classes over the weekend - this gives you time to execute what you have learned in your class. You will not get results if you do not apply what you have learned.

Customised Business Plans

- Your training is not general business training - You create your individual customised business plans according to your business.
- As soon as you enroll for the program your meeting is set up with Sumit Sir and he creates your learning plan
- Mentorship is provided by Business Coach Sumit sir and his team to execute these plans.
- You interact with Business Coach Sumit Sir directly for your queries and doubts.

Execution Support

- Execution support is provided on a demand basis.
- Support is provided over phone, whatsapp or live - it is based on your queries.
- Typical time to get support is 4 hours when the support request is raised.

Learning Management System

You get access to learning management system where you will find all class recordings, tools and frameworks

BOOK YOUR SEAT

7 - PROGRAM FEES

One Time

The program fee is 35000 + [6300] 18% GST = 41,300 INR
GST is refundable
Fees can be paid through Net banking or by Debit/Credit Cards

Finance [EMI] Option

There are multiple payment options available for the program
You need to eligible for EMI options before you can avail this option

FINANCE OPTION	ONE TIME	3 months	6 months	9 months
Principal Amount	35000	38000	40000	42000
GST (18%) Refundable	6300	6840	7200	7560
TOTAL with GST	41300	44840	47200	49560
Processing fee (1%+GST)	0	529.11	556.96	584.81
First installment	0	14946.67	15733.33	16520
Total First installment including Processing FEE	0	15475.78	16290.29	17104.81
Second installment	0	14946.67	7866.67	5506.67
Third installment	0	14946.67	7866.67	5506.67
Fourth installment	0	0	7866.67	5506.67
Fifth installment	0	0	7866.67	5506.67
Sixth installment	0	0	0	5506.67
Seventh installment	0	0	0	5506.67
TOTAL AMOUNT	41300	45369.11	47756.96	50144.81