



# Key Revenue Generation Challenges for today's organizations



Establishing **SMART Objectives**, Sales Plan and KPIs



Having **Effective Sales team** and rapid Business Conversion



**Review Mechanism** and constructive Remuneration structure

## Detailing & Implementation – Key requisites to Maximize Sales

Building a micro-level, detailed and practical Sales Plan.

Building a team of self-propelled, knowledgeable and sincere hunters.

Equipping Sales Team with right tools, training and motives.

Building impregnable systems for monitoring and continuous improvement.

## Effective and tested program for **Business Growth**



# EARN

### Establish

Goals and objectives for top-line

+5%

Strategy & Planning

### Action-Plan

needed to achieve goals

+5%

### Resources

needed for effective implementation

+5%

Implementation & Maintenance

### Nurturing

the system for continuous improvement

+5%



# E.A.R.N. – Increasing Revenue in 4 steps

## FIRMLY

### Establish



goals and objectives for revenue generation.

- 💡 Understanding Market potential and business scenario.
- 💡 Understanding organization's position vis-à-vis Competition.
- 💡 Defining revenue and market share goals as needed by the enterprise strategy.
- 💡 Setting S.M.A.R.T. goals and objectives for top-line.

## DEVELOPE

### Action-Plan



To translate goals into doable actions with timelines

- 💡 Breaking goals into weekly, monthly objectives.
- 💡 Establishing Sales Funnel and its mathematics.
- 💡 Defining and enumerating needed actions for each stage of the Funnel.
- 💡 Establishing team KRAs, KPIs and other metrics.

## EARN

## BUILD

### Resources



by acquiring and/or building, to grow sales

- 💡 Building or Acquiring the B-I-C sales team.
- 💡 Creating effective resources and processes to support the sales team.
- 💡 Training, coaching on product knowledge and sales techniques.
- 💡 Budgeting and financial planning for ATL, TTL, BTL etc.

## ENSURE

### Nurturing



With effective monitoring, checking and upgrading

- 💡 Constantly improving, improvising processes and resources.
- 💡 Keeping clients happy while increasing profits from each.
- 💡 Building effective Remuneration, Reward and Recognition programs.
- 💡 Continuously monitoring health and taking requisite curative actions.



# Why GautamManthan

GautamManthan helps business enterprises achieve sustainable and profitable growth. We bring about this transformation by applying practical experience establishing efficient processes and ensuring outstanding execution.

Two tenets are the founding principles of our philosophy:

**1** Involvement over mere engagement

**2** Evolution over disruption

## Some Recent Results by Client Enterprises

### SALES



**Profit/  
Employee**  
(8 months)



**Revenue/  
Employee**  
(8 months)



**B2B Leads  
Generation**  
(1 month)

### TALENT



**Attrition**  
(4 months)



**Revenue/  
Employee**  
(4 months)



**Profit /  
Employee**  
(4 months)

### START WITH SELF-ASSESSMENT

Take complimentary  
Business Maturity Assessment  
to get instant insights &  
recommendations



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