



GautamManthan
Transforming Businesses



 **SOAR**
Grow Your Business



**HANDS-ON BUSINESS
GROWTH CONSULTANTS**

Product	2015	2016
Product A01	159,287	8,714
Product A02	91,938	107,812
Product A03	125,819	89,918
Product A04	189,128	123,939
Product A05	276,161	189,128
Product A06	11,827	10,263
Product A07	47,029	47,029

Product opportunities to increase sales and achieve growth through marketing that has not been fully explored.

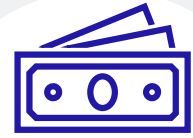
Key Challenges for today's Businesses



Generating **Business Leads** and **New Business**



Growing **Business** with existing clients



Increasing **Revenue** and **Profitability**

Speed & Precision – Key requisites for succeeding in new world

Creating clear, effective and formalized Long-Term, Immediate-term Business Strategy

Implementing effective Marketing, Sales & Talent strategies, aligned with Business Goals

Applying contemporary methods & processes for maximizing revenues and profitability

Calibrating Organizational Design and OD for maximizing employee productivity and Talent

Effective and tested program for **Business Enhancement**



Self

Discovering self

+5%

Design, Thinking, Strategy, Planning

Others

Knowing
- Environment
- Competition
- Clients

+5%

Acquire

Generating Leads

+5%

Processing, Execution, Positive results

Revenue

Converting Leads

+5%



S. O. A. R. - Business Enhancement in 4 steps

DEFINING THE Self



Defining your business and formalizing those definitions

- 💡 Setting S.M.A.R.T. goals for business
- 💡 Defining your dream and Vision
- 💡 Defining right roadmap and Mission
- 💡 Setting destination and goalposts with business Goals

DISCOVERY OF Others



Understanding your clients, business environment and competitors

- 💡 Defining current and potential business segments, industry and the players
- 💡 Creating customer and buyer personas
- 💡 Assessing business environment and ensuring fortification
- 💡 Analyzing competition to build winning formulas



LEARNING TO Acquire



Building Business Plans and Annual Sales Plans

- 💡 Setting S.M.A.R.T. annual objectives for the organization
- 💡 Formalizing Customer Journey
- 💡 Building a detailed, micro-level Sales Plan
- 💡 Executing an effective Marketing Plan

BANKING THE Revenue



Converting leads to profit, now that we have found the buyers

- 💡 Getting the right talent and bringing it up to the mark
- 💡 Building a winning organization and a team of conquerors
- 💡 Implementing effective Organizational design to continually grow talent
- 💡 Winning clients and retaining them



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)

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