



A Sample Example Success Story:

→On How Usage of Our KMYC or SALES Assistant Solution Results in Very Good Gains (> 30%) in SALES Performance!!!



→ What are the CORE Challenges faced by the SALES people ?.

- The basic problem or scope of the SALES problem defined by Mr. Sudhir before using our KMYC or SALES assistant is given in his own words.
- He works for a Top Multinational, Business type is electrical equipments
- The Region of sales India, Africa south America
- "I connect with 100 people(cold calls) out of which 10 show interest (i.e. 10%) and then 50% share an inquiry out of that 10 i.e. 5.
- 50% respond to our offer on the inquiry i e. 2.5
- 50% of the people negotiate price and close a deal i.e. 1"
- so 10% success rate in showing interest or cold calling success rate had to be created.

- say out of Total of 100 cold calls 10 come forward
- Only 50% share the Inquiry out of the 10% above. so that comes down to a number of 5
- Then only 50% of this like 2.5 , respond to the offer on inquiry
- Then again 50% of the same that is 2.5 come to negotiated price or close a deal. so this comes to 1.
- so here we see SALES becomes a pure Numbers Game as one can see ! Mostly hard numbers to be worked with and less scope for change!.

• **Quick Summary**

- The customer Drop Rate right from cold calling to Deal closure:
- Its { 100} →{10}→{5}→{2.5}→{1}

S.No	The Parameter BEFORE Our Solution was Used	The Parameter AFTER Our Solution was Used
<ul style="list-style-type: none"> • Cold calling Success 	10 out of 100	20 out of 100 success
Ratio & Other	success	
Intangibles		

Improvement:

--	--	--

<ul style="list-style-type: none"> Inquiry Rate by the Customer Improvement after Cold Calling: 	10%	20-25%
<ul style="list-style-type: none"> Offer Response Improvement by Customer based on Better Connection & Demo : 	50%	60%
<ul style="list-style-type: none"> Dealing Closing Results Improvement : 	50%	60-65%
<ul style="list-style-type: none"> Other Intangibles Improvements In Relationships and for Future Business 	1	2-3 at least

Opportunities:

