



*A part of Organisation Capacity Building Services portfolio of Vriksh*

## Sales Enablement & BD Services



*Vriksh Consulting Pvt. Ltd.*

**Helping Businesses Grow**

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Helping Businesses Grow

## Sales Enablement & BD Services

- Most leaders know there is huge untapped revenue growth potential in their sales organisation. However, structuring and organizing for growth, finding, creating the right network to reach the customers and developing the right people, and enabling them to unleash their sales potential is frustratingly elusive.
- The objectives of Vriksh's Sales Enhancement Services is to uncover the greatest opportunities for sales growth at our client organisation and provide them with a roadmap to realize this growth... we even take the ownership of achieving that growth.



# Unlock Scalable Growth with Vriksh

At Vriksh, we help businesses scale by optimizing operational capacity—doing more, doing it better, and doing it faster, all while reducing costs.

## Our approach includes:

**Building Resilient Teams:** Developing strong, adaptable teams that can drive growth.

**Enhancing Delegation:** Empowering leadership to delegate effectively and boost organizational capacity.

**Performance Management:** Implementing systems that ensure accountability and high performance.

**Augmenting Sales:** Driving revenue growth through strategic sales initiatives.

**Developing Competencies:** Enhancing the skills and capabilities of your workforce.

**Succession Planning & Sustainability:** Ensuring long-term success and leadership continuity.

**Securing Capital:** Helping businesses raise capital to fund future growth. *Partner with us to unlock your business potential and achieve sustainable success.*





# Sales Enablement & BD Services include:

<b>Sales process outsourcing service</b>	<i>Complete ownership of the entire sales process by Vriksh which builds up its own team for the purpose</i>
<b>Sales performance coaching service</b>	<i>Coaching for underperforming sales team members or full team with the objective of enhancing performance</i>
<b>Sales performance consulting service</b>	<i>Providing strategic direction and business planning to achieve sales growth</i>
<b>Salesforce development Service</b>	<i>Competency Development for the sales team as well as the Sales Leadership</i>







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# Sales Process Outsourcing

Taking complete end-to-end ownership and responsibility of achieving the desired sales growth



# Sales Process Outsourcing



VrikshSalesProcessOutsourcingisaclassic BOT model of consulting where:  
Add a little bit of body text



**BUILD OPERATE TRANSFER**

# End-to-end responsibility for sales



• • •

Vriksh defines the strategy and the sales process Vriksh creates the sales team on behalf of the client Vriksh manages the sales team and the entire sales process

- Vriksh takes responsibility of grooming, coaching and retaining them
- Vriksh takes responsibility of building the sales funnel and complete ownership of achieving the sales numbers
  - Vriksh stabilizes the sales over a period of 1-2 years and then hands over the sales team back to the client





# Develop the sales funnel



## LEAD GENERATION

A team of trained resources continuously generate leads using online tools such as Sales Navigator, Salesforce, etc.

## CONNECTION

Trained resources who understand your products/services and understand the market connect with the leads using a mix of remote and onsite activities

## ENGAGEMENT

Generate and sustain their interest using consultative selling, as well as online activities like webinars, podcasts, web interviews and other promotional activities

## PROPOSAL

Prepare compelling sales propositions with ROI justifications for the customer

## NEGOTIATION & CLOSING

**Negotiate, create conviction and close**

End-to-end responsibility & ownership



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Some of our Customers whom we have helped to grow their sales



Jumboo Deep Adventures And Amusement





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The background of the slide features a photograph of graduates in dark gowns and mortarboards. They are celebrating, with their hands raised and mortarboards tossed into the air. The image is framed by a bright blue border at the top and bottom, which has a wavy, torn-paper-like edge. The text 'Success Stories' is overlaid in the center in a large, white, bold font.

# Success Stories





PIONEER OF FLOPPY DISK IN INDIA

#### WHEN WE BEGAN THE ASSIGNMENT IN 1995

- TO = ₹ 120 Cr
- Number of Distributors across country = 6
- Number of Retail Partners across India = 250
- Retail Efficiency = ₹ 4.80 lakhs per retail partner

#### WHEN WE FINISHED THE ASSIGNMENT IN 1998

- TO = 240 Cr
- Number of Distributors across country = 34
- Number of Retail Partners across India = 1500
- Retail Efficiency = 0.16 Cr per retail partner

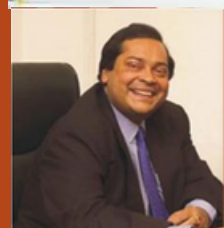


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### WHEN WE BEGAN THE ASSIGNMENT IN 1996

- TO = ` 30 millions
- Number of Distributors across country = 2
- Number of Retail Partners across India = 60
- Retail Efficiency = ` 0.5 million per retail partner

### WHEN WE FINISHED THE ASSIGNMENT IN 1998

- TO = ` 2500 millions
- Number of Distributors across country = 40
- Number of Retail Partners across India = 2400
- Number of Architects/Consultants = 223
- Retail Efficiency = ` 1.04 million per retail partner



Ferrero Rocher is a brand of Italian chocolates who entered India in 1998. Vriksh was appointed for creating sales and distribution network in North and West India from appointment of C&F agents, Stockists & Retail distributors. It was a two years project in which time we created a network of 40 distributors in North India with over 60000 retail network. In west India, we created a network of 55 distributors with over 45000 outlets.



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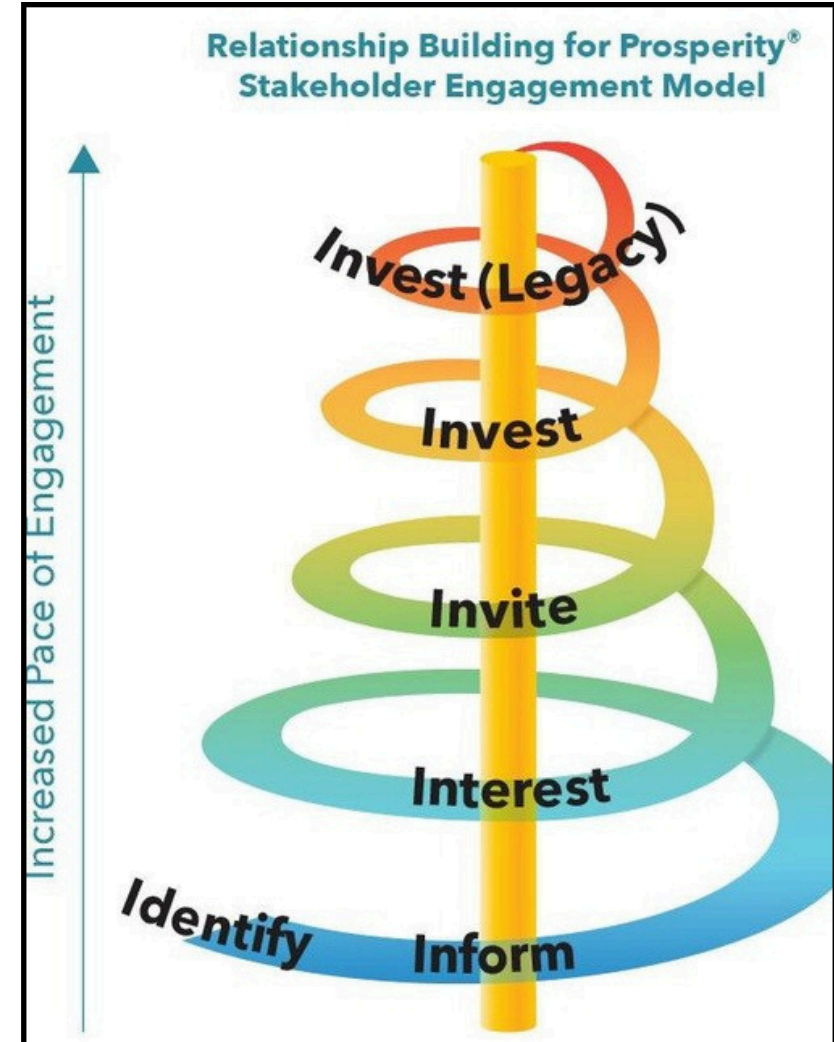




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# SALES PERFORMANCE COACHING

Developing a top performing coaching team



## Sales Performance Coaching

An effective coach can be the most significant factor in a seller's success.

We can coach your teams directly or train your sales managers to run our proprietary coaching process, proven to help sellers achieve top performance.





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## Why Coaching?

Sales coaching is one of the most powerful ways to turn learning into meaningful action and drive positive behaviour change in your sales team.

Our coaching approach strengthens core skills, reinforces key training concepts, and ensures sellers stay accountable to their goals and execution plans.







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## The Coaching Process

Our coaching process introduces a regular rhythm, where coaches meet with the team to create goal and action plans, build winning strategies, hone skills, and stay on task and on target. With a coach by their side, sellers won't just meet their goals, they'll consistently beat them.





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# COACHING

We In hdiavvideu al uCnoaiqchuien,g transformational 9 Assurance Coaching process proven to drive: accountability, behavioral change and habits, and unleashing sales potential. Our sales coaching offerings include:

## INDIVIDUAL COACHING

We'll work with individuals on your team to improve skills, change behaviour, and help them reach top performance

## GROUP COACHING

Work with small teams to help reinforce training, build sales skills and change behaviours

## COACH THE COACH

We coach the sales managers. They learn to get the most out of their team members and make sure they spend time on the activities that will have the greatest impact.



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Some of the brands for whom we have done sales coaching

**asianpaints** **ThermoFisher**  
SCIENTIFIC

HOTEL  
*Clarks Shiraz*  
AGRA - INDIA

**nunhems**  
the global specialist

**AQUATERRA**  
ADVENTURES

**FCS**  
The efficiency catalyst

**ashoka foam**

**findulge**

**NUVIA** | INDIA

**Bharat**  
**Petroleum**

**Modicare**

**DRESSER-RAND**

**JK PAPER LTD.**

**HLL Lifecare Limited**  
(A Government of India Enterprise)

**CYBERQ CONSULTING**  
**PVT. LTD.**





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SALES PERFORMANCE CONSULTING

*Making your Sales Funnel flow*





## About Sales Performance Consulting

Static sales processes keep sales teams from ~~reaching~~ **achieving** peak performance. In a dynamic economic scenario, sellers need to constantly keep uncovering changing customer needs, and align their sales process accordingly.

Our consultancy process involves developing a deep understanding of the market dynamics and help the client align their sales process with the changing market dynamics





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# The process

In our consultancy process, we advise and help clients design and develop a dynamic sales process that details the steps, decisions, measures, tools and content sellers need to execute flawlessly. Whenever we begin a sales consulting engagement, we take clients through two phases of sales transformation strategy: ***Aligning the sales process with the changing market dynamics and managing the Sales Funnel***



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Sales  
strategy

Customer  
journey



# Aligning the sales process

In this, our consultants help the client create the strategy in alignment with the market dynamics and the sales process is then aligned with the strategy. Each department in the client's organisation is finally aligned with the sales process to achieve the full potential of the sales process

ALIGNING SALES STRATEGY WITH CUSTOMER JOURNEY

## Managing the sales funnel

The sales funnel targets are clearly defined. Detailed action plan is created to achieve each of the funnel targets. The Funnel is closely monitored and any gap arising in the funnel is analysed and corrective action plan is implemented. The funnel is allowed to flow unobstructed.







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# SALESFORCE DEVELOPMENT SERVICES



# MISSION OF Sales force Development

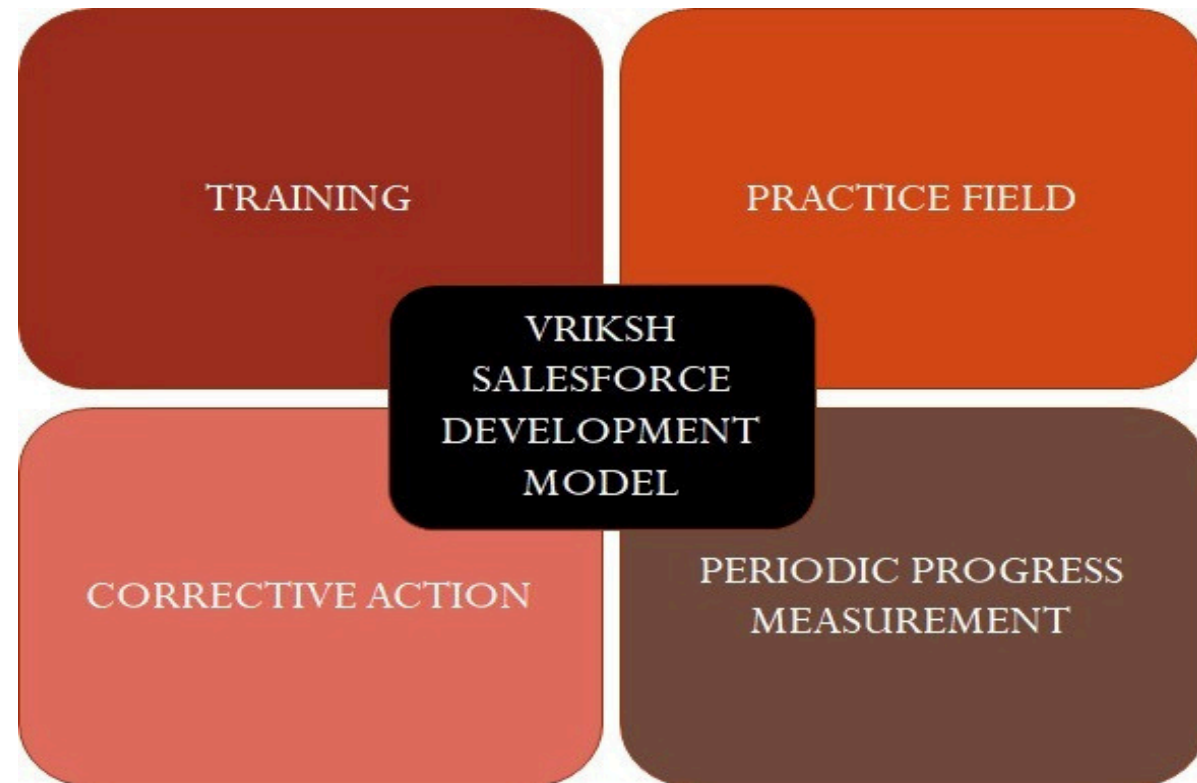


The mission of Vriksh Sales force Development Service is to provide the field sales organisations an integrated program of sales skills training for developing even the most mediocre of salesperson into a successful salesman. It is designed to meet the individual needs of every business organisation. To this end, we maintain the highest standards of quality, value and service to our clients.

# Vriksh Sales force Development Model

## A cyclic process

1. Training
2. Regular practice
3. Periodic progress assessment
4. Corrective actions



## •Validation of training requirement:

- What problems will get resolved through the desired training?
- If the problem gets resolved, which business measures get impacted?
- How do you measure the impact?
- What it is now?
- What would you like it to be in future?

## •Designing the training content

- Creating the content to address the validated problem through training
- Customizing the content with cases and examples relevant to the company
- Developing the tools for workshop
- Creating AV clips

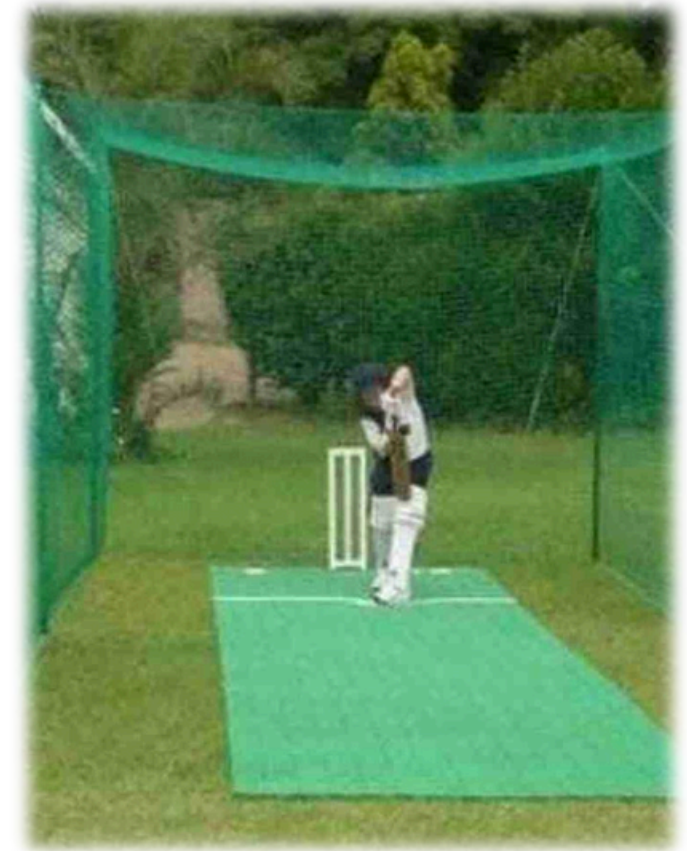
## •Delivering the training

- Designing games & activities for experiential learning
- Classroom training
- Hands on Workshop model
- Remote training / Webinar
- Experiential / Outbound training



## Regular Practice

- Regular practice is the only way to break old, dysfunctional habits and replace them with new ones
- This is done by setting up PRACTICE FIELDS
- Practice fields are forums designed to make the participants practice what they have learned in the training
- The key objective of the practice field are:
  - Create a safe environment with no pressure of performance or fear of failure
  - Repetition of an action again & again over a considerable period of time till it becomes a habit





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## Progress Assessment

- Actions always produce pre-defined consequences
- Therefore, if a specific action is taken, the associated outcome will always be there
- However, in dealing with behavioural issues, the outcome often becomes visible after a gap in time
- It is important to measure the underground progress when the outcome in terms of the desired business result is still not visible
- Vriksh designs a progress measurement tool to be used by the client to measure the underground progress so that corrective actions can be designed

- Corrective actions are designed by:
  - Observing individual gaps and creating Individual Development Programmes (IDPs)
  - Group action projects
  - Aligning organisation policies, systems and processes with the desired change
  - Aligning the performance measurement criteria with the desired outcome

# Some of our training customers







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# Our core team



**S N Jain**  
Chief Mentor



**Shubhashish Bhattacharya**  
Founder Director



**Debashish Bhattacharyya**  
Director



**Kaushik Chattopadhyay**  
Chief Finance Officer



**Suvobroto Chattopadhyay**  
Director



**Shubhendu Mukherjee**  
Financial Consultant



**Sugata Halder**  
Director



**Anshuman Gupta**  
Consultant



**Anirvan Roy**  
Consultant



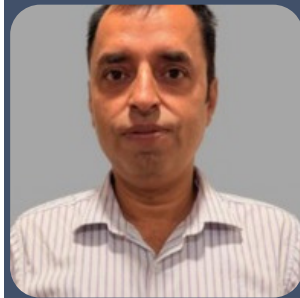
**Sushmita Dey**  
HR Manager



**Ranjan Boral**  
Manager Finance



**Mudit Srivastava**  
Financial Consultant



**Chandan Kumar**  
Sales Consultant



**Anindita Chakraborty**  
Sales Consultant



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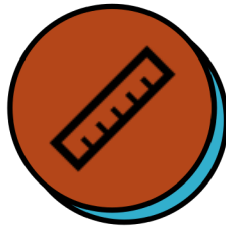
# Plan for product launch



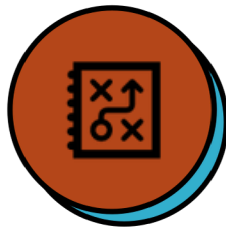
Planning  
Synergizescalable e-commerce



Marketing  
Disseminate standardized metrics



Design  
Coordinatee-business applications



Strategy  
Foster holistically superior methodologies



Launch  
Deploystrategic networks with compelling-business needs



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Thank you