

Learn 20 ways to get more customers

Learn Marketing & CRM in 4 Steps = One Page MBA

Step 1: Campaign > Generates Traffic

Who will do work?	How to do that work?.	Budget			Footfalls	Sales		
Responsibility	Marketing Channels	Committed	Utilized	Balance	Taffic	Target	Achievement	Incentives
Marketing Agency	1 Facebook/YouTube Advertisements	\$2000	\$1500	\$500	7800	\$100K	\$57K	\$1K
Marketing Agency	2 LinkedIn SN/Google CPA/PPC Ads.							
Marketing Agency	3 Print Leaflet + QR CODE							
Marketing Agency	4 Print Media Ads.+QR CODE							
Marketing Agency	5 Hoarding Ads.+QR CODE							
Marketing Agency	6 Radio/TV Ads.+QR CODE							
Software Company	7 Website, Landing Page, Sales Page, SEO							
Software Company	8 Softwares: CRM, E-Commerce, Chatbots etc.							
Customers	9 Referrals from Existing Clients							
Mutual Benefitors	10 Bonus Ads in Partner Locations							
Affiliate Partners	11 Affiliate Partner Portals							
Sales Employees	12 Bulk Email/WA/SMS Campaign							
Sales Employees	13 Manages CMS-Contents/Price/Schemes							
Sales Employees	14 Call Center / Reception							
Sales Employees	15 Subscription Blogs Publish							
Sales Employees	16 YouTube Video Publishing							
Sales Employees	17 Events - Exhibitions / Seminars							
Sales Employees	18 Meetings and Personal Visits							
Sales Employees	19 Tender/LeadBuying/AI Search							
Sales Employees	20 Public Relationships: Media Interviews							
	TOTAL							

Step 2: Landing Page > Creates Prospects/Leads

Free Value Offers	Registrations	No. of Downloads	Prospects
Free PDF Book	1000	800	600
Free Webinar			
Free Consulting			
Free Software			
Free Video			
Free Movie Tickets			
Free MobileApp			
Free Bundle Offers			
Free Service/Warranty			

Step 3: Sales Persons Converts Leads to Opportunities

Marketing Channels	Contacts Initiated	Contact Established	Opportunities
Mobile /Telephones	600	400	300
Personal Email			
Teams Video Meeting			
Whatsapp Chat/call			
Personal Visits to build trust			
Focus on 8020-Top 20			
Focus on Premium Price			
Focus on Niche Products			
Focus on Bundled Products			

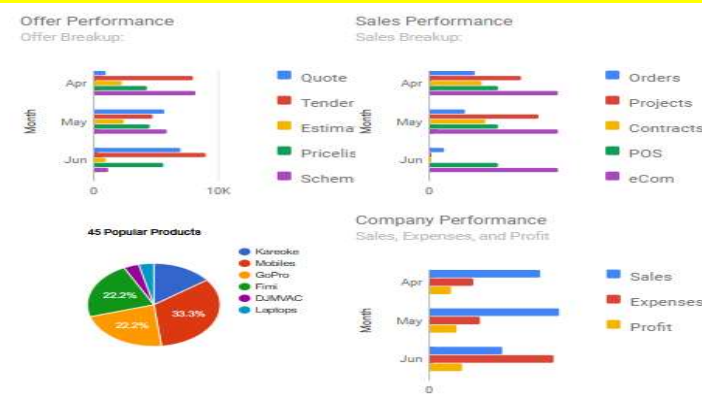
Territory

Regionwise Rankings
Regions Customers Plan Actual
North 300 \$227M \$30M
West 500 \$329M \$27M
East 123 \$77M \$25M
South 345 \$76M \$24M
Exports 305 \$70M \$20M
Sales Team for West Region Rankin
Salesrep Territory Customers Reve
Ravi Maharashtra 50 \$30K
Ramesh Gujarat 45 \$28K
Tony Goa 35 \$18K
Jill Rajasthan 30 \$10K

Sales Persons

Performance Tracking
1 Target: \$42M
2 Budget: \$5M
3 Campaign: \$1M
4 Expenses: \$1M
5 Balance Budget: \$3M
6 Opportunity: \$20M
7 LeadPipeline: \$10M
8 Offers: \$5M
9 Orders: \$2M
10 Achievement: \$2M
11 Collections: \$1M
12 Incentive: \$1k
13 Days Working: 80
14 No of cold calls : 1200
15 No of visits: 100
16 No. of Customers: 20
17 Customer Lifetime Value: \$20000M
18 SalesPerson Lifetime Costs: \$400k

Dashboards



Step 4a: Customer converts Opportunities to Deals

Sales Page	Customer	Supporter	Ambassador
eCommerce Website	1000	800	600
eCommerce Chatbot			
Repeat Orders			
Renewal Reminders			
CrossSales/Upsell			
New Products Launch			
Scheme/Rewards/Bonus			

Step 4b: Sales Person converts Opportunities to Deals

Marketing Channels	Develop	Propose	Close
Website	1000	800	600
Chatbot			
WhatsApp			
Email			
Tools to Generate Offer			
Offer Software			
Estimation/Bid Software			
MS Office			