



de **Asra**

Powering Businesses. Creating Jobs.



Sales Growth Playbook

The Must-Do Actions

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Need assistance? Reach out to our team

Contact us on :  +91 93730 35540

We work from Monday to Friday 10 a.m to 6 p.m

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Understand Your Focused Market	
Task	
<input type="checkbox"/>	Conduct market research via surveys, polls, social media, interviews, or focus groups.
<input type="checkbox"/>	Use online tools and research companies for market insights. (SurveyMonkey, Hootsuite)
<input type="checkbox"/>	Identify up to four key competitors and analyze their offerings, pricing, and customer experience.
<input type="checkbox"/>	Avoid copying another brand's strategy. Be inspired but define your own identity.

Define Your Unique Value Proposition (UVP)	
Task	
<input type="checkbox"/>	Craft a clear and specific UVP explaining why customers should choose you.
<input type="checkbox"/>	Avoid vague claims. Be specific and highlight what makes you different.

Optimise Product/Service Offerings	
Task	
<input type="checkbox"/>	Regularly review your product portfolio using research and industry resources.
<input type="checkbox"/>	Pivot toward high-performing products and phase out underperformers.
<input type="checkbox"/>	Avoid promoting low-performing products out of habit.

Establish Effective (Yet Flexible) Sales Processes	
Task	
<input type="checkbox"/>	Build a simple and clear sales pipeline tailored to your business.
<input type="checkbox"/>	Avoid overcomplicating your sales process.

Leverage Technology & Tools	
Task	
<input type="checkbox"/>	Use a CRM to manage customer relationships and track sales activities.
<input type="checkbox"/>	Select tools like Google, YouTube, Instagram, Excel, or Tally based on your needs.
<input type="checkbox"/>	Avoid adopting trendy tools without a clear purpose.

Develop a Customer-Centric Approach	
Task	
<input type="checkbox"/>	Invest in customer service training and seek expert guidance.
<input type="checkbox"/>	Personalize customer interactions to build loyalty.
<input type="checkbox"/>	Avoid treating customers like transactions.

Implement Strong Lead Generation Strategies	
Task	
<input type="checkbox"/>	Diversify lead generation through content marketing, social media, branding, and events.
<input type="checkbox"/>	Avoid relying on a single method for leads.


Set Clear Sales Goals & KPIs	
Task	
<input type="checkbox"/>	Create realistic and specific sales targets (e.g., 15% monthly increase).
<input type="checkbox"/>	Avoid vague or overly ambitious goals.

Track key KPIs:

- New Customer Growth Rate = $((\text{New Customers This Month} - \text{Last Month}) / \text{Last Month}) \times 100$
- Customer Acquisition Cost (CAC) = $\text{Total Sales \& Marketing Cost} / \text{Number of New Customers}$
- Average Revenue Per Customer (ARPC) = $\text{Total Revenue} / \text{Total Number of Customers}$
- Customer Lifetime Value (LTV) = $\text{Customer Value} \times \text{Average Time Retained}$

Thank you so much for choosing our checklist!
We genuinely hope it becomes your guiding star on your
exciting journey into the world of entrepreneurship.



Wish you All the Best for your journey! 

Should you require any further assistance,
please feel free to reach out, and we will be
delighted to assist you!

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