



de **Asra**

Powering Businesses. Creating Jobs.



Sales Growth Essentials: Step-by-Step Checklist for Businesses

Generated on : 29-January-2026

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

www.deasra.in | Connect with us: 93730 35540



Sales Strategy & Market Positioning	
Task	
<input type="checkbox"/>	Clearly describe what makes your business unique in the market
<input type="checkbox"/>	Match your sales approach with your business goals
<input type="checkbox"/>	Use a helpful, problem-solving approach when selling
<input type="checkbox"/>	Build trust with your customers

Networking & Strategic Partnerships	
Task	
<input type="checkbox"/>	Set up a network of people who can refer new customers
<input type="checkbox"/>	Build strong relationships with other businesses

Cognitive Presence & Marketing	
Task	
<input type="checkbox"/>	Run regular content marketing efforts (like blogs, videos, etc.)
<input type="checkbox"/>	Launch ads aimed at specific customer groups
<input type="checkbox"/>	Teach your sales team to understand and manage emotions well

Driving Customer Flow & Engagement	
Task	
<input type="checkbox"/>	Connect with customers in a personal, meaningful way
<input type="checkbox"/>	Create loyalty programs to keep customers coming back
<input type="checkbox"/>	Keep in touch with your customers regularly
<input type="checkbox"/>	Let customers reach you through various channels (e.g., phone, social media, live chat)
<input type="checkbox"/>	Build a sense of community around your brand

Customer Feedback	
Task	
<input type="checkbox"/>	Ask for and encourage feedback from your customers
<input type="checkbox"/>	Take feedback positively and use it to grow
<input type="checkbox"/>	Use feedback to adjust your approach
<input type="checkbox"/>	Respond quickly to customer suggestions

Value Proposition & Uncertainty Management	
Task	
<input type="checkbox"/>	Clearly explain the value your product or service offers
<input type="checkbox"/>	Stay calm and prepared during uncertain times
<input type="checkbox"/>	Keep some extra funds aside for emergencies
<input type="checkbox"/>	Plan ahead for unexpected challenges
<input type="checkbox"/>	Work with others to make your market position stronger
<input type="checkbox"/>	Regularly research your market
<input type="checkbox"/>	Use social media to learn what customers are thinking


Choosing the Right Sales Strategy - B2B (Business-to-Business)	
Task	
<input type="checkbox"/>	Offer customized solutions for business clients
<input type="checkbox"/>	Know your product or service inside out
<input type="checkbox"/>	Focus on a smaller, more specific group of high-value customers
<input type="checkbox"/>	Be ready for longer sales processes with multiple people involved
<input type="checkbox"/>	Use content and targeted messaging to attract business clients

Choosing the Right Sales Strategy - B2C (Business-to-Consumer)	
Task	
<input type="checkbox"/>	Offer standard products/services that appeal to many people
<input type="checkbox"/>	Aim for large volumes of sales at lower prices
<input type="checkbox"/>	Plan for quick sales to individual customers
<input type="checkbox"/>	Use emotional messaging to boost brand connection

	Planning to Export
	Task
<input type="checkbox"/>	Be clear about what you're exporting, where it's going, who it's for, and why
<input type="checkbox"/>	Make sure you have the necessary licenses and registrations
<input type="checkbox"/>	Set your budget, pricing, and product quality expectations
<input type="checkbox"/>	Have a dependable supply chain
<input type="checkbox"/>	Tailor your value message to international customers
<input type="checkbox"/>	Build networks to distribute your product
<input type="checkbox"/>	Understand the culture, habits, geography, and tech in the new market
<input type="checkbox"/>	Adjust your digital and social media strategies to fit local preferences (consider hiring experts)
<input type="checkbox"/>	Attend global trade events to promote your brand

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!

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