

# FOCUS

Magazine - Last Quarter



2023

2022



**KICKSTARTING 2023:  
A TIME FOR REFLECTION  
AND ACTION**

# WELCOME



"Our goals can only be reached through the vehicle of a plan, in which we must fervently believe and upon which we must vigorously act. There is no other route to success." - Pablo Picasso

A year filled with ups and downs – 2022! Moving past it, 2023 is only going to get bigger and better! It's superbly exciting to start a brand-new year & look back at not only how far we've come, but also what we look forward to, and in doing so, ensure our continued collective success. We need to give ourselves grace given how much we all needed to pivot and adapt due to the unprecedented nature of the pandemic aftermath.

We are excited to look back at the various achievements of the business over the past year, the records that we have broken, and the groundwork set for an even better 2023.

As we embark upon 2023, we are very proud to announce that we enter our **silver jubilee anniversary** with our business ringing huge success in all our divisions, with new city launches, promotions, quality recruitments, and overseas strategy meetings in the pipeline.

Although at this time of the year we're typically focused on hitting the new-year goals and catering to meet our personal obligations, we must be prepared to meet our financial and day-to-day goals for 2023 to ensure that the business moves in the proper direction.

Looking back on 2022 and developing strategies now is a particularly good idea. This helps avoid procrastination & gives oneself time to thoroughly assess previous goals, performances, and revenue to build the foundation for a successful new year.

It is believed that one who reviews his past accomplishments and shortcomings before planning the future has a wider perspective. Keeping this in mind, the theme for this quarter of Focus Magazine is **"Kickstarting 2023: A Time for Reflection and Action"**. It focuses on looking back on the previous year and determining what worked and what didn't in order to create a roadmap for the future.

Because every business operates differently and each carries its own risks and rewards, there is no set playbook of rules to ensure that the business strives and thrives. One needs to ask: Were your goals realistic last year? If so, how can you continue to build on your achievements in the current year? If not, you must determine the reason through additional analysis and modify your strategy.

Looking at the overall big picture, making sure the business has ready access to revenue and avoiding a sacrifice of quality is the need of the hour!

On that note, we would heartily like to thank every participant in this issue for devoting their valuable time and input. We truly appreciate your contribution to making this magazine a success. To everyone who is reading, we hope you go on to achieve great things in 2023!

Happy Reading!

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Inspiration Station

# LEADERSHIP VISION

As we jump-start 2023, we are eager to begin the new year with higher expectations and are ready to face the challenges that lie ahead!

**Looking back at 2022**, we had a year of consolidation where we successfully hit the right notes in our business. This accounted for various highlights, some of which were exceeding the yearly business targets, adding new clients to our business portfolio, opening up in new cities, and strengthening our position in all the major metros. This is all among the major highlights of the year 2022.

**Pushing ahead** in our Silver Jubilee Year, while maintaining our strength in the core business sectors, we are now looking to expand our expertise. In 2023, new market exposure is what we are looking at, and we are anticipating success in new divisions too. We are looking ahead at new success stories where we are ahead with our records and are targeting a higher number of promotions and recruitments. So, our plan is set and well documented. Our vision has laid out the proposed pathway for a greater year with bigger expectations. We are gearing up with a spirit larger than numbers to celebrate **25 years of triumph**.

# THE YEAR IN REVIEW THROUGH OUR LENS

In this issue we bring to you a lot of exciting snippets from events across 2022, all the fun and frolic, the achievements, and highlights. You may also catch up on a lot of travel updates from our owner's network



# Events Of The Year

## Goa RnR Meet Product Division

The Product Division held an R&R meet in Goa on March 11th and 12th. The meeting was led by Mr. Tony Fernandez - Founder and President, and Mr. Kishore Tarachandani - Organisation Head & Partner, and various business owners like Mr. Akula Gopi, Business Owner & Organisation Head - Fortune Global, Mr. Abhishek Verma, Business Owner - Cosmos Organisation, Mr. Umakanth Bemulgi, Business Owner - Lorven Organisation, Mr. Sandeep Jain, Business Head - Frontier Management Systems and by Mr. Althaf A, Business Owner - Alza Inc, who held quality sessions on the changing dynamics of training modules, business sustainability, and sales revenue post-pandemic.

Day 2 commenced with a panel discussion, followed by a felicitation ceremony for the high-achieving performers and a session by Mr. Tony Fernandez, who shared his insights on carving up resources, adapting to a crisis, and building a resilient recovery. The day concluded with a discussion



of product heads with respective division owners for future planning, followed by a gala dinner. Overall, the meet was a huge success, and everyone had a great time catching up in Goa.



# All India Charity Owners Meet

## Goa

An on-ground meeting of All India Charity Owners - a first of its kind since the onset of the pandemic, was held in Goa from March 21st to 23rd. The event kicked off with the Premier League edition of its meet, where Mr. Saiprakash Kuckian, VP & Partner, launched several exciting new initiatives. Mr. Tony Fernandez, Founder and President, highlighted the Big Vision for the upcoming year that focused on the changing dynamics of sales modules and revenue generation.



A series of insightful sessions by Mr. Althaf A, Business Owner - Alza Inc., and Organisational Heads - Mr. Sukesh Khanna, Mr. Tamil V. and Mr. Amit Baid were lined up for the day that focused on expansion to newer avenues, the importance of data, building strong ownership, and meticulously planning each workday, followed by the Senior Promoting Owners' Meet on the second half of the day.

Day 2 saw Mr. Saiprakash announcing splendid growth patterns, exciting launches in new cities, and commendable promotions to ownership/asst. ownership positions. There were also one-on-one sessions between owners and team members regarding performance, issues faced daily, discussions on targets, and more. Over the course of the day, other riveting sessions by Mr. Sukesh Khanna, Mr. Surendran R, Mr. Nadeem K, Mr. MD Hamza KMS, and Mr. Dhandu D focused on the importance of Adoption, Innovation, and Acceptance in launching new business avenues. Ensuring consistent growth of the business, the day also included wonderful sessions by Mr. Rohit R, Mr. Jeevan D, Ms. Sandhya P, and Ms. Pooja D, who gave us some interesting insights on team building, reevaluating strategies, new city launches, and much more. The Goa meet was an overall success, and the biggest takeaway for everyone was gaining new levels of motivation to hit it off!



# Rising Star Meet Bangalore



The Bengaluru edition of Rising Star Meet 2022 kicked off with an opening note from Mr. Saiprakash Kuckian, Vice President & Partner, on “Entrepreneurship and How to Enjoy the Journey”. This was followed by the announcement of winners of the Sales Superstar Category. Mr. Sukesh Khanna, Organisation Head - Stellar Org, held a session on “Importance of Developing Skills and Will” and Mr. Rohit Ray, Business Owner – Heights Inc, held the session “Advantages of having high sales averages and consistently high rolling through systems” followed by winners of the Best Recruiter category and winners of the Best HR, Admin & BD category.



The winners of the Best Customer Service Category were announced followed by an interesting session on “How to build strong partners and constant communication with the Team” by Mr. Dhandu Dinesh, Business Owner, Naval Inc. and “Advantages of Team Building & Mastering its Art” by Mr. MD. Hamza KMS, Business Owner, Welkinz Org. Post a hearty lunch, the meet continued with a discussion on “How to plan the goals and constantly hit them” by



Mr. Surendran R, Organisation Head, Focus Management. Winners of the Best Team Leaders, Best Team Sales and Rising Star category were announced post which the day concluded with a session on “How to Plan your finances as a BA” by Ms. Sandhya P, Business Owner, Innostus Inc. and Promotion to Asst Ownership – Mr. Ajay M, Alvastra Organisation.



# Rising Star Meet Coimbatore



The Coimbatore leg of the Rising Star Meet commenced on a high note with Mr. Saiprakash Kuckian, Vice President & Partner, who spoke about ‘How to launch yourself as a successful entrepreneur’. This was followed by an engrossing session on ‘How to be consistent in sales in every level’ by Mr. Sukesh Khanna, Organisation Head, Stellar Organisation. The day progressed with insightful sessions on ‘Past, Present and Future Possibilities’ by Mr. Tamil Vendan, Organisation Head, Astra Org, and



sessions on "Making Big Money" by Mr. MD Hamza KMS, Business Owner, Welkinz Org, and 'Enjoying the Field' by Ms. Sumitha Priya N, Business Owner, Mettle Minds. Post a hearty lunch, the day progressed with a couple of insightful sessions, some of which included – "8 Steps to Success" by Mr. Sanjay P, Business Owner, EDM Group, "How to Have Fun" by Mr. Yaswanth Krishnan R, Business Owner, Spartanz Inc. and "What is the right mindset in first 3 month" by Mr. Rohit Ray, Business Owner, Heights Inc. Mr. Mayank Singh, Business Owner, Triforce Inc. highlighted the importance of "How to master the field with system" followed by winners of Team Leader and HR Awards category. The day ended with a closing note from Mr. K Jaganathan, Business Owner, Auro Mgmt.



yourself as a successful entrepreneur' by Mr. Saiprakash Kuckian, Vice President & Partner. Mr. Sukesh Khanna, Organisation Head, Stellar Org, highlighted on 'Understanding the business' whereas Mr. Amit Baid, Organisation Head, Velocity Org, highlighted on the importance of "Past, Present and Future Possibilities." Explaining the importance of 'Recruitment and team building, Mr. Surendran R, Organisation Head, Focus Mgmt, held an interesting discussion followed by sessions on 'Retention: secret to ownership' by Mr. Mayank Singh, Business Owner, Triforce Inc, 'Replacing yourself with effective training' by Mr. Sahil Gupta, Business Owner, Solitaire and 'Set, monitor & achieve new goals' by Mr. Rohit Ray,



Responsibilities of a Leader" by Mr. Mohanasundaram R, Business Owner, Royz, "Advantage of running a new city" by Mr. Jeevan D'Souza, Business Owner, Capstone Org, and "Mastering Telemarketing" by Mr. Yaswanth Krishnan R, Business Owner, Spartanz Inc. The day concluded with a closing note from Mr. Saiprakash Kuckian and the meetings were rendered an overall success where everyone had a great time & hit new levels of motivation.



## Rising Star Meet Trivandrum

The Trivandrum Meet began on a happy note with Ms. Sandhya P, Business Owner, Innostus Inc. and Mr. Althaf A, Business Owner, Alza Inc. holding the introductory session. A number of splendid sessions were lined up for the day. Some of them included – 'Challenges brings up leadership' by – Mr. Tony Fernandez, Founder & President and 'Launching

Business Owner, Heights Inc. held a session highlighting "Having a Financial Plan" followed by Mr. Dhandu Dinesh, Business Owner, Naval Inc, emphasized on "Having a right attitude." Ms. Sai Lakshmi, Business Owner, Xurious Inc, stressed on the importance of "Having high sales standard." Ms. Pooja Dixit, Business Owner, Ascentia Org, went on to explain "Importance of Being consistent" following which a series of sessions were lined up for the day which included – "Rules and



# Dubai Strategy Meet

## Product Division

July commenced with the much-anticipated Dubai Strategy Meet, the first overseas one since the onset of the pandemic. The meeting flagged off with Mr. Tony Fernandez, Founder & President, who held an insightful session on 'Building a Business After a Crisis.' He touched on how habits and behaviours, rather than titles, shape your destiny. Tony went on to emphasise how, as a leader, one must learn to gravitate and inspire others to stay in the business, focusing on the importance of crisis management and leading from the front.



The day also progressed with interesting insights from Mr. Howie Seymour, Organisational Consultant and Ms. Niki Moutsara, Vice President, Italy, who stressed the significance of continued networking, proper financial planning for the business, and the adoption of a growth mindset for bigger profits. The day concluded with discussions over a gala dinner.



Day 2 began with a riveting session by Mr. Akula Gopi, Organisation Head - Fortune Global Organisation, on running a powerhouse office, followed by Mr. Kishore Tarachandani, Organisation Head & Partner, on 'Promoting People Effectively to Ownership' and an interesting group discussion with Vice Presidents - Ms. Romina D'Amario and Mr. Federico Tartari



that saw an exchange of ideas on the expansion of the business in multiple cities; the creation of effective macro and micro teams; the retention of new BAs in the business; and new things to be implemented in the training schedule. Overall, the meet was a huge success, and everyone had a great time catching up in Dubai.



# Dubai Strategy Meet Charity Division

**Day 1:** The much-awaited All India Charity Owners' Meeting was held between the 10th and 14th of September at one of the world's leading international business centres & regional hubs, Dubai! Celebrating the commencement of operations in Indonesia, the much-anticipated meeting kicked off with keynotes from Mr. Saiprakash Kuckian, Vice President & Partner, and Mr. Tony Fernandez, Founder & President, who shared their thoughts on sustaining success in the industry, looking past obstacles, embracing the process of replacing oneself intellectually and financially,



and understanding how people are generally inspired by work ethics and not results. The meeting that brought together high-performing owners provided a forum for exchange on various aspects of the business. The discussion by the core leaders continued with Mr. Troy Allan Mobbs, Founder & Chairman, Indonesia, speaking about "Having a Big Vision"



followed by "Launch is the New Momentum" by Mr. Saiprakash Kuckian, and an insightful discussion on the "Organisational Future Strategy" by both Mr. Tony Fernandez & Mr. Saiprakash Kuckian. Mr. Sukesh Khanna, Organisational Head, Stellar Organisation, took the new owners through the steps of "How to Develop Core Leaders." Holding a riveting session on "How to Run a Structured Office," Mr. Amit Baid, Organisational Head, Velocity Organisation, briefed on the importance of detailed interviews and induction, in-house training and retraining on mentality mechanics, onboarding feedback from HR, and more.



**Day 2:** Desert Safari: The second day ensured an action-packed experience of the Desert Safari in exquisite 4x4 Land Cruisers. This assured a memorable evening exposed to the natural habitat and traditional campsite of the Arabian Desert, the thrilling experience of dune bashing and ATV quad biking, followed by activities such as guided camel rides, sandboarding, photography with falcons, and sunset scene photography at the camp site.



Following a grand welcome at the camp, the day hosted a number of exciting activities like local Arabic dress photography and henna painting, and the menu included a scrumptious array of food, along with mind-blowing music, a fire show, Tanura Dance Light Entertainment and Belly Dance. The day concluded with an experience that uniquely reflected Emirati culture, such as authentic food, vibrant camps, and a luxurious environment for everyone to explore.



**Day 3:** Hitting off the third day, the morning organisational team meeting was followed by a free day to explore the rich beauty and heritage of Dubai. Our high-performing owners, who've been exceptionally brilliant and consistent in their efforts over the past few years, were invited over for a special VIP lunch by Mr. Tony Fernandez & Mr. Saiprakash Kuckian at the Michelin-starred restaurant, Al Muntaha, in the world's most luxurious 7-star hotel, - Burj Al-Arab. With spellbound, serene views of the azure waters from a cloud-piercing height and scrumptious meals prepared by the best chefs in the world, the luncheon at Dubai Al Arab was nothing short of a once-in-a-lifetime experience! The day proceeded with a major tourist

attraction in Dubai - a luxurious Dinner Cruise over the calm waters of Dubai Marina. The perfect combination of magical sightseeing, delectable dining, and striking entertainment along the illuminating skyscrapers of the city called for an experience like never before! The highlight of the evening was region wise dance performances by the team and Mr. Saiprakash Kuckian breaking out into a gig!

**Day 4:** The beautiful Dubai trip concluded with Day 4 being a free day, giving the opportunity to explore the luxury capital of the Middle East like never before! Overall, the meet was a huge success, and everyone had a great time catching up in Dubai!



## All India Product Heads Meeting - Mumbai

All India Product Heads met in QASPL Head Office during the month of July 2022, for an exchange of ideas and strategies for the year. These meetings serve as a platform for Marketing Company Owners to present their perspectives and experiences and participate in workshops where future actions for the year and ideas are discussed.



Every year, QASPL invites the Product Heads to discuss recent developments, challenges, and opportunities in their businesses. The yearly conclave is perhaps a window of opportunity for all to learn about the advances made in different aspects of business as well as emerging trends.

The meeting was graced by the presence of Mr. Tony Fernandez, Founder and President; Mr. Kishore Tarachandani, Organisation Head and Partner; and the Product Division Heads: Tulsi Jain, Sandeep Kumar Jain, Naga Pavan, Mayur Aher, Abhishek Verma, Heany Pamnani, & Gaurav Yadav. The interactive session focused on the basic principles of business – Title vs. Responsibility, Revenue, Code of Conduct, Managing Goals, Tenure, Data & Breakeven, and much more.

The meeting captured views on a wide range of topics, from team building to delivering financial value, highlighting the human element, and understanding the imperative function that leadership and systems play in enabling all of these capabilities.

## Finance Meeting - Mumbai & Pune Owners

In August, there was a finance training session held at the Mumbai head office for business owners—both tenured and new.

The session attended by Mumbai owners like: Mayur Aher - Dexterous Inc. and team, Ankit Seth - Clive Inc. and team and Pune owners like - Abhishek Verma - Cosmos Organisation, Abhijit Pawar - Adroit, Bharat Ahire - Avenue Inc, Arjun Shirole - Oceans Organisation, Manish Singh - Orygin, Suyash Paygude - Baron and Vardhaman Jain - Protons Inc. focused on the financial aspects of running a business and how business as a function aspires to create opportunities in society & is accountable for individual as well as team growth and the revenue statement. This meeting, conducted by Mr. Kishore Tarachandani, Organisation Head and Partner and, Mr. Ajay Dhruva, CFO, focused on how running a business cannot be accomplished by edict but can be taught through examples. He went on to stress the importance of creating a "money chain," minimization



of business expenses, risk assessment in the event of an unannounced crisis, the creation of wealth that can be re-invested, and drafting a calculated business plan to see where the business will head 5–6 years from now. To sum up, there was an exchange of ideas on generating more than our expenses and a real-time discussion on the implementation of the roadmap.

## UNICEF & SDI Strategy Meeting

A major highlight of September was the UNICEF & SDI Strategy Meeting, held towards the third week of the month at the head office in Mumbai.

The meeting was graced by Mr. Richard Beighton, Chief, Resource Mobilisation and Partnerships – UNICEF India, Mr. Tony Fernandez, Founder and President, Mr. Saiprakash Kuckian, Vice President and Partner, Ms. Yogita Kotary, Chief Operating Officer, Mr. Althaf S, Private Sector Fundraising Officer at UNICEF and Ms. Sweetly Agarwal, Vice President HR, Millennium Organisation. There was a mutual interaction & exchange of ideas on sources of donation, age optimization, age group retention and bifurcation, as well as an insight into what is working and what has not in the past year.



Learn from the “**PRO**”. Hear our industry leaders talk about their experiences and learnings from the year 2022.

The Might of us earthlings was again proven with the pandemic being defeated with the message that the human race is supreme.

Looking back in time, we are grateful for the resilience and perseverance that we have shown as a team amidst the challenges that have come our way. These challenges came in disguise to test our true character, and we crushed those challenges to rise. The pandemic brought with it a wave of uncertainty that we had to navigate through, and it was only with our faith in the system and fearless leadership that we could emerge triumphant. The victory was well celebrated at our Dubai RnR meeting.

As we move into 2023, we are excited to put our best practises into action and take our business to the next level. We recently concluded The All India Crew Leaders Workshop and The All India Strategic Planning Charity Meeting, which gave us the opportunity to connect with our teams and brainstorm ideas to reach more cities and clients across all channels.

Our focus for the year ahead is to set massive goals backed by massive action. We believe that only by taking bold steps can we truly play the real game. It is not enough to have ambitious goals; we need to back them up with concrete actions that will help us achieve them. We are confident that with the right attitude, teamwork, and perseverance, we can take our business to new heights.

As we kickstart the year 2023, it's essential to take time for reflection and action. This sentiment holds particularly true in the sales, leadership, and entrepreneurship realms. By looking back at our past accomplishments, we can develop a roadmap for achieving success in the future. When reflecting on the previous year's sales, it's crucial to look at the numbers. What was the revenue generated? What were the best-selling campaigns? What sales strategies worked? By analysing this data, we can identify what we need to continue doing and what we need to improve upon.

Leadership plays a critical role in the success of any organisation. When reflecting on our leadership from the previous year, it's essential to ask ourselves some tough questions. Did we provide clear direction for our teams? Did we communicate effectively? Did we support our business associates in their professional growth?

We can work on developing our communication skills, provide travel opportunities for the guys, and ensure that our teams have the resources they need to succeed. Entrepreneurship is all about taking risks and pursuing our passions.

We can use this information to develop a new plan for the upcoming year. The focus must be on what worked, to allow everyone to work from their strengths.

In conclusion, we believe that 2023 is going to be an exciting year for us as we embark on new adventures and expand our network. We are grateful for the challenges that we faced in the past, as they have made us stronger and more resilient. We are excited to embrace the future and take on whatever comes our way with a positive attitude and a never-give-up spirit.

A portrait of Saiprakash Kuckian, a man with a beard and short dark hair, wearing a white button-down shirt. He is smiling and looking slightly to his right. The background is a blurred office setting with blue and white tones.

**Saiprakash Kuckian**  
Vice President & Partner

**"PEOPLE ARE PLANNING TO CONQUER MARS. WHAT IS YOUR CONQUEST?"**

The focus of businesses in 2021 has been consolidation during the COVID-19 pandemic. This was both a challenging and uncertain time for not only us but for businesses around the world, and many have had to adapt accordingly in order to survive. Consolidation & gradual progress were the strategies that our business used in order to remain competitive and resilient.

Moving onto 2022, our business began to grow exponentially and was well-positioned to capitalise on the emerging opportunities. This growth can largely be attributed to the fact that we placed a heavy emphasis on networking with partners across the country, coming out of our comfort zone, as well as focusing on solutions.

We realised that the best way to increase our customer base was to venture out into the field and push more towards a face-to-face way of selling. Our owners ensured that they took the initiative by leading with examples and getting back onto the field as part of the process.

Additionally, it was very important to connect with people, not just with regards to the business but also on a personal note, and understand their point of view, their shortcomings, and their plans for the year ahead. This helped impart a sense of hope and encouragement, helping us stay up-to-date and giving us the chance to make valuable connections. As a result, we organised many strategy meetings and workshops that allowed us to network and gain valuable insights on best practices.

Secondly, we realised that in order to move forward, we had to be proactive in our approach and focus on maintaining a positive approach to any issues we encountered. We sought to focus on implementation, identify opportunities, and develop strategies to capitalise on them.

We had a good run with all our divisions & were able to scale new heights in the insurance & credit segments. The credit division has seen unprecedented success in recent months, breaking records and growing from 180–200 to nearly 300 people, from 1800 to over 6000 acquisitions, and new owner promotions.

As we enter the 25th anniversary of our business in 2023, it is time to set new goals and objectives. To achieve these, we are scheduling strategic meetings in different regions every 3 months. These meetings will provide an opportunity for us to review our results, assess our progress, and plan for the future. In addition to these, we are also planning two national and international RNRs in order to further our goals. These meets will allow us to gain new insights into the industry and better understand our customer base. We can also use this opportunity to make stronger connections and ensure our continued success.

2023 is set to be a very exciting year for our company. We plan to bring in new opportunities with new clients, new offices, and massive expansion. The groundwork for this had already started in 2022, and we expect to see the results of our hard work in a very big way this year.

We are targeting new cities where we can open offices and expand our presence and reach. We have new opportunities lined up for our tenured leaders & executive crew leaders who have performed significantly. We believe that this will help us to create a solid and sustainable business model that will help us to continue to grow for many years to come.



**Kishore Tarachandani**  
Organisation Head & Partner

## Are there any opportunities for improvement of the team?

As the New Year calls for new opportunities to start afresh, it brings about scope for improvement in our strategy, recruitment policies, and an overall improvement in the team.

1. The key to good team performance is consistency.
2. Setting the right mindset is critical because success is frequently a self-fulfilling prophecy. As a team, you need to work in the right frame of mind. As high-rollers in the field, you need to employ certain tactics to find the right headspace to guide your journey.

3. As a team, one of the biggest requirements is to be organised and to focus on the right tasks at the right time.

4. Recruitment of high-energy, ambitious professionals, many of whom strive to shatter their monthly targets and keep their feet moving after they do.

5. Finding the correct trainers who can help you see your efforts more objectively, identify and conduct yourself professionally.

6. Taking a people-first approach towards the team. Looking at the performance reviews of the last quarter,



**Sukesh Khanna**

Organisation Head,  
Stellar Organisation

digging into self-assessments, & giving the team time to get a grasp of their individual skills, strengths, weaknesses, and work preferences.

## What leadership message do you want to convey to the new-comers in the business?

It's not unusual to feel stuck at times. When things seem difficult to level up, having a new set of eyes can help re-energize and grow your business. As your business grows, you'll need to master business leadership skills.

1. Develop a clear vision of your goals, plans to expand the customer base, etc.

2. Set priorities that optimize your advantages, and don't try to accomplish all your goals simultaneously. Create a timeline and stagger your goals.

3. Be honest in your feedback about what is working and what isn't thereby, creating a culture of honesty &

transparency. Don't oversell yourself or promise what you can't deliver and be honest about your allocated goals.

4. Know When to Ask for Outside Help.

5. The pandemic has taught us that one needs to be

comfortable to deal with uncertainty & prepare to adapt through without panicking.

6. Always be prepared for taking up on new challenges in the career. You must be ready when given a new challenge or promoted or when it's time to move on.



## 1. What are your key takeaways from the previous year, and what is the roadmap for the year ahead?

The key takeaway from the previous year is that life is unpredictable and that change is the only constant thing - the ones with the ability to adapt and grow with these changing times are truly the ones that will last

- The roadmap for the future is to keep inline with the growing and changing market - use the learnings of the past and sustain what we built when everyone was failing.



**Amit Baid**  
Organisation Head,  
Velocity Organisation

## What changes have you made to your business strategy over the last few years?

My business strategy currently is to focus more on Quality - Quality in terms of Sales, Training, Promotions,

Hiring, and anything new that may come up. Quality is going to be our main pillar - every metric of comparison

will be measured against quality in the far future.



## What goals were accomplished in the previous 12 months?

2022 has been a fruitful year for us. We've successfully ventured into a new product and a new division, and we've moved ourselves to a better office location. We've

also systematised our business and built a fresh team with the new product. We are proud to have new leaders getting ahead.



**Dinesh Mishra**

Organisation Head,  
Empire Management

## More people means more business-what are your plans for recruitment & expansion?

It is essential for businesses to think about the long-term repercussions of their recruitment goals. With a well-defined recruitment and expansion strategy in place, the business heads on to add better people, which in turn improves the overall business performance and leads to a healthier bottom line.

Setting up these recruitment goals this upcoming year helps amplify the company's job offer acceptance rate. Adopting an innovative recruitment technology option helps boost growth and success in 2023.

Understanding the growing importance of hiring the correct sales talent, have

recruitment portals in place for an entire year. We plan to undertake this as an ongoing activity within the organisation. As far as expansion is concerned, we've mapped out a list of cities in our pipeline, and we plan to test the business' viability through road trip programs.



## What leadership message do you want to convey to the new-comers in the business?

Great sales leaders can work with and motivate different personality types. Sales leadership involves being able to understand each and every individual sales representative so you can get the best performance out of them consistently. There are a few leadership rules that I follow religiously.

1. Being disciplined. This is one of the key requirements for performance. Whether it is being punctual to work, maintaining a standard code of dress, or implementing the process, you ought to be disciplined in every aspect.
2. Having strong commitments and maintaining them – both personal and professional.
3. You must adhere to

processes like – the law of averages, implementing the 5 & 8 steps to success, impulse factors, writing genuine call-back sheets every day, giving at least 18 to 24 presentations per day, and so on. These processes must be taught to your guys as well.

4. Always do something extra than the others - beyond the call of duty
5. Always prove to be of value in the office. If you are valuable, you get more opportunities.
6. It takes a minimum of 21 days for you to strengthen your sales or any new learning process. So be patient and persistent with your efforts and keep implementing the processes



### **Akula Gopi**

**Organisation Head,**  
Fortune Global Organisation

until you achieve better results.

7. There should be no place for excuses, as you are building permanent careers here.

8. Always maintain a positive attitude and get along with successful people, both in our business and outside of our office.

## More people mean more business – What are your plans for recruitment & expansion?

We always keep a mentality of having 50+ guys in office. We recruit twice a week and manage to acquire 60–80 candidates per week. In order to hire more and more people, we follow the below process:

1. The first step is conducting interviews.
2. Following that, we conduct orientations where, the candidates are given a brief idea about the company, the clients, growth opportunities in terms of career growth, financial freedom, as well as national and international travel

opportunities, and we also play our organisation rally videos.

3. On the third day, the candidates leave for the field well informed about everything. We have 3 recruitment portals that we use for hiring, and we have 3 HR Administrators who oversee

everything. With more recruitment, we believe in developing more and more territory leaders.

The same holds true for my expansion plans. In 2023, we plan to promote more than 15 owners and open up more offices in Hyderabad, Andhra Pradesh, & Telangana.



## What are your key takeaways from the previous year, and what is the roadmap for the year ahead?

Make sure you know your decision makers and what they want! Thanks to the great turnback and other changes, there is an excellent chance that your people and your prospects have a completely new set of decision-makers. So, even if you think you know who's in charge, are you sure? Targeting the right people can have a huge impact on your sales and retention efforts. It's worth taking the time to reach out and confirm that you're trying to reach the correct audience. While you're checking on decision makers, make sure you're still correctly segmenting your right partners and prospects. Ask your partners about their biggest challenges and needs.

Solving our most challenging problems requires a redesign of broken systems.

1. Define the right problem.
2. Check your mindset.
3. Empathize with the players.
4. Connect with your purpose.
5. Generate ideas.
6. Get feedback/evaluate options.
7. Start again

Roadmap for the year ahead -

1. Business Roadmap: This is a visual representation of your company's major objectives and strategies. Like a business plan, a roadmap gives a long view of where your

organisation is going and how it will get there. For businesses to succeed, stakeholders (employees, customers, and suppliers) need a shared understanding of the big picture. A timeline view of a business roadmap provides a concise overview of major projects and deadlines for each team. Businesses can see at a glance, each team's capacity (time and resources) and individual contributions to growth-related initiatives across weeks, months, or a calendar year.

2. Strategic Roadmap: A strategic roadmap communicates your business' vision. Outlining the steps to achieve your mission, a business roadmap hinges on long-term objectives and deadlines. The keyword here is "long term." For organisations planning their business growth strategy over the next few months, quarters, or years, a timeline view of the strategic roadmap works really well. Businesses can use this time-based view of a business roadmap to track key initiatives and milestones that each of your departments will undertake to contribute to the overall mission.

3. Data strategy roadmap: A data strategy roadmap tells the rest of your organisation how you'll improve your business' data operations—such as data collection, storage,



**Surendran R**

Organisation Head,  
Focus Management

management, and application. Better business decisions = better organisational growth = well-planned and properly stored data. These data-leaning individuals use this roadmap to ensure their businesses' data strategy fits nicely with not only their business processes, but also security and information management best practices. Think of this roadmap as a way to answer any pressing questions-internally and externally-regarding how your business handles data.

4. Visualize Success: Goals are better than resolutions as they are stronger instructions. When you set a goal, you're commanding yourself and gaining momentum in the direction of your vision.

5. Breaking down large goals into manageable parts: An overriding goal can be represented by an umbrella. The overarching goal is drawn as the umbrella's canopy, and all the spokes below it are drawn down to the handle. Then you assign all the smaller tasks to each

spoke. Next comes a time plan. When do things need to happen? Are there things that can wait until next week or next month? Take those things off and add them as a diary entry. Are there things on your list that your colleagues or team can do, or that don't need doing?

Then either assign them to others or strike them off. Now take immediate action. What can you do today to move you towards that goal?

6. Preparation for completing your goal: Finally, get organized. Do you waste time looking for files or being

distracted by other tasks? Spend half a day cleaning your physical and online spaces so that you can start the new year without the clutter.

Happy New Year & Happy Goal-Setting!

## What are your in-office & on-field training methods that have contributed to your excellent record streak?

In-house training methods:

- Essentials of selling: For anyone new into sale who haven't received any prior sales training, this training takes you from 5 and 8 steps/lead generation, pipeline building, to booking calls, handling objections, preparing proposals/-call-backs and following up and closing the sale. The full A-Z of sales, suitable for face to face or tele selling.

- Value Selling: Creating value for our clients and ensuring they know us and our products value. To do this, we need to know how they buy, what their pain points are, how to hold a value solution conversation, have a clear understanding of the value we bring.

- Advanced Selling Skills: For experienced sales BAs this looks at the psychology of selling, customer's behavioural styles and how/why people buy. Creating a competitive advantage and building client loyalty and advocacy. A must for any experienced salesperson wanting to take selling to the next level.

- Sales Team Management: Running a sales team is a

complex position, in which you are responsible for setting goals to help achieve the company's goals, along with motivating and coaching the team to achieve those goals. There is also an element of strategy and as well as people management. This covers everything a sales manager needs to run a successful and motivated sales team.

- Negotiation Skills: Successful negotiations can have a huge impact on the company's profit margins and customer retention strategy. We cover the full process of negotiation to ensure all that attend have a clear understanding of successful negotiations.

- Presentation Skills: Whether you are presenting to a small group or larger audience, being able to successfully deliver a sales presentation with a clear CTA at the end is a key skill for all BAs no matter what their level. This cover writing a presentation from scratch and delivering engaging sales presentation to an audience of any size and level, whether tele or face to face.

On-field Training Methods:

How to Be a 'Driver'

The skills that make a driver great at sales can be learned and perfected through sales skills training. Some of the 'driver' traits you can learn with time

- Communicating directly
- Quick decision-making
- Problem-solving
- Being assertive

1. Sales Confidence: Sales confidence helps you communicate directly, make decisions quickly, and have appropriate assertiveness with clients.

2. Effective Communication: A great salesperson must be a great communicator — not just a good one, a great one. People who communicate effectively are able to communicate their needs, boundaries, and ideas clearly and easily. Effective communication is vital for success, but it can be challenging to master alone. You will need to know everything there is to know about your product or service, actively listen to your customer, and market toward their needs. There are

also specific body language cues to learn and ways to control your voice that really can help boost your communication skills.

3. Relationship Building: You already may have mastered many of the skills needed to build meaningful relationships in your customer, but connecting with clients and prospects brings a whole new challenge to the table. Networking and relationship building in business goes beyond just trying to make friends. Instead, it is an important way to open doors to new opportunities. This

includes expanding your client database, and encouraging returning customers.

Here are some basic relationship building skills you should make sure your sales training program has:

- Active listening
- Mirroring and matching
- Finding common ground
- Building trust
- Following leads
- Maintaining relationships

4. Networking: Networking

has evolved. We still attend face to face networking events as well as virtual events. This will look at all options for sales networking and give clear processes for the best results given the choice of medium.



## What goals have you set for recruitment and performance management in 2023?

Any business, for its survival, needs people. A boutique relies on a tailor with good stitching skills and its multiple customers who prefer custom made clothing to ready-made clothing. A superstore relies on various product providers and end users who visit the store or order from them. An online store relies on people in their backend to manage the websites and apps and their delivery partners. Similarly, our business also revolves around people, whether it be our customers, business partners (BAs), or backend team. To grow in a business like ours, recruitment is as important a factor as sales. More recruitment equals increased team sizes, which in turn results in better growth opportunities for everyone. From a phase of having 25 people in the team to going down to only two or three, and then again building a team of 40+, I've

experienced it all in this business. And it is this experience that has made me stronger, and given me faith in the systems we follow here. Keeping this in mind, my aim has always been to provide as many observations to the trainers as possible. For this, having a strong HR team is important. When members of the HR team understand the need for and importance of recruiting more candidates, and have a good working relationship with the sales team, the work becomes a little easier. Since our business strongly believes in inclusive management, even the leaders in the business need to play their part (personal recruits). As is rightly said, together, we can achieve more.

Getting more and more people into the business is not



### **Sandeep Kumar Jain**

**Business Head,**

FMS Group

enough. Ensuring that they are all retained in the business also matters. And for that, their profitability needs to be taken care of. Every individual who joins needs to be educated about the correct systems, about proper work ethics, about what is expected of them, and about how their performance affects their growth here. Even the best efforts will not yield results unless you have complete and correct knowledge. And without results, there's no motivation. Therefore, keeping track of the performance is also essential.

## What changes have you made to your business strategy over the last two years?

We live in an era where everything changes and everyone moves at a fast pace. Almost every day, something new emerges: a scientific breakthrough, another popular social media platform, tastier cuisines, modern clothing, e-books to keep us informed, and a new dating app! In times like this, not evolving is the most unintelligent thing a being can do. And this is also the most common mistake we make. We cling to old ways of doing things just because they are comfortable. But, as we all know, there is no growth in the comfort zone. We grow when we face challenges. And we face challenges when we do

something we haven't done before.

We decided to face "the change challenge" when we entered the Google-Spirie division. Though the division was doing pretty well across India, for us, it was like starting the business over. This brought along the challenge of understanding a new product, building a new team, arranging training sessions for people, and doing things anew.

Whether you are in your first few years as an owner or have been running your company for decades, the chances are you've seen a lot of things change. It's no

wonder that business strategies also have to change. Here are some of the things we can focus on:

- Putting people first
- Mobile-friendly website
- Internal processes and administration
- Next-level customer service
- Networking, networking, networking
- Adapt, or let your business die.

"When change is necessary, not to change is destructive."  
– A R Bernard



## What processes have been put in place to meet the new year's goals?

Happy New Year to everyone! It's been one of the best years for all of us, and personally, for me, it's been one of the most important years in terms of both professional and personal growth. The start of a brand-new year brings with it a new round of goals, both personal and professional. We are going through a lot of changes currently and are looking forward to putting systems in place by going back to the basics and also working strongly to build and train quality employees. Achieving the new year's goals begins with setting the correct processes in place. Although there aren't any hard and fast rules for doing this, some processes I've considered for 2023 include:

1. Coming up with goals that are challenging but achievable
2. Your annual goals need to be broken down into quarterly, then monthly, and even weekly and daily targets. Daily goals can prevent your BAs from getting de-motivated about not being able to hit the quota for a particular month.
3. Spending time at the end of each day reviewing performance helps understand each team member's shortcomings while also keeping them accountable and motivated.
4. Conduct crew nights or team lunches/trips to keep your team members motivated & happy.
5. Don't put your guys on the



**Tamil Vendan**  
Organisation Head,  
Astra Organisation

field with minimal knowledge and expect results. Put in the time and effort into employee training.

6. Make sure that your guys have a proper understanding of your business.

As part of the goals, I intend to take our teams on numerous training and exposure trips to the best offices in the country.

## What are the essential factors that have contributed to the growing numbers, and how do you see them growing in the upcoming year?

The factors that supported the growth were discipline towards the goals and business, as well as showing some strong determination and leadership towards achieving what we expected. One of the key and major factors was that, from the top, we had Mr. Saiprakash and Tony Fernandez, who did not compromise on quality and opened up a wide horizon for our expansions. I anticipate

great success this year, owing primarily to our leadership and commitment, to which

everyone will contribute collectively for the next level.



## What processes have been put in place to meet the new year's goals?

Since working on goals is something we do as an organization, that is what keeps us going. All the planning we do is around that. Hence, the first step is:

To decide the year's agenda, followed by the process of breaking down the whole year's goals into quarterly and

monthly chunks, Thereafter, it becomes easy and looks achievable to achieve those goals. Another important part of the process is to review the goals in mind, which helps us make any necessary changes if needed in the journey toward achieving them.



**Nadeem Khan**

Business Owner,

Emporis Organisation

## How do you measure the progress of BAs in your company?

We track progress on three parameters with all of our BAs:

1. Personal goal: any materialistic thing they plan to achieve.

2. Professional goal—which

level in the organisation they now want to reach next and,

3. Financial goal: how much money they plan to make with the help of the skills they possess.

We discuss these three goals with them at the beginning of each month and provide them with a plan for achieving them.



## What processes have been put in place to meet the new year's goals?

To ensure that we meet our new year's goals, we have implemented a number of processes. First, we have identified what our specific goals are and created a plan outlining how we will achieve them. We have also established a team to focus on meeting the new year's goals. We have also implemented tracking tools to monitor our progress and adjust our strategies accordingly.

1. The first step is to create 10 first generations. We believe in firstly building a strong base, as they can then easily build a strong business.

2. A strong HR and administration team. We have recruited a lot of fresh talent in this department, and I am training them personally.

3. I am doing all the sales training myself and giving a lot of national and international exposure to the young leaders.

4. Upgrading the office structure and adding more power and enthusiasm to the environment.



**Rohit Ray**

**Business Owner,**  
Heights Incorporation

By implementing these processes, we are confident that we will be able to meet our new year's sales goals.

## Are the biggest drivers of 2023's growth hidden in the past year's challenges?

Yes, one hundred percent! The tough times have created a strong team, and this strong team will create massive growth in the business.

We have already grown organically in the business; now it's just the right time to grow exponentially and globally for the world.

As a face-to-face business, surviving the pandemic has given us outstanding confidence. If we can

generate growth, quadrupling the sales recruitment and team is a piece of cake.



## Are there any opportunities of improvement for the team?

2023 is itself an opportunity. The fact that we are one of the few businesses that were able to transition from an all-face-to-face model to a virtual selling module and now back to face-to-face sales is proof that opportunities linger at every stage, but only those who are strong enough to not give up can find them.

The new year presents itself with new opportunities apart from just surviving; this is a great time to go national, even locally. Because of virtual opportunities, we can

now sit in our office and sell our service to customers all over India.

People who were sceptical of business and did not value the sales and marketing industry now flock in for jobs because they understand that this is a long-lasting industry.

So, yes, there is always room for team improvement, which can be accomplished by focusing on quality. This includes hiring quality people to work with you (quality recruitment), providing quality training to the guys,



**Sandhya P**

**Business Owner,**

Innostus Incorporation

quality selling and offering quality customer service to both internal and external customers.

## What are the 2-3 things you will focus on in 2023 that will help you grow?

We, as a business, need to focus on setting standards. Any company that has a standard method of doing things is the one that will eventually succeed. These standards are in terms of what we want, how we want it, and when we want it. If we are able to execute the above two, then the final outcome will be quality promotion in a standard

period of time, which will eventually help us grow and go global locally.

Standards must align with your mission, business objectives and organisational leadership and be implemented consistently. Your team must believe in the importance of following standards so that everyone is pulling in the same direction.

1. Establish measurable and achievable standards for sales performance.

2. Set expectations for customer service, including response times and follow-up.

3. Develop a system of rewards and recognition for top performers.

4. Create a culture of accountability by tracking results.

5. Analyse data to identify and capitalise on opportunities.

6. Provide ongoing training and development opportunities.

7. Foster an atmosphere of continuous improvement.



## What are your plans for a strong start in the upcoming first quarter?

The start of the new year is typically a very busy time for our business, as it calls for a deep-sighted evaluation of what worked and what didn't work in the previous 12 months. In order to achieve this, a solid strategy needs to be drafted for the first quarter based upon the past year's performance, feedback from customers, and year-end business figures in terms of sales and losses. I ensure my team members have the necessary exposure and training they need to succeed and meet their goals, go into depth about what worked and what didn't, discuss what success looks like in the current year,

and collaborate on an effective strategy. Some critical areas that I will be focusing on are:

- Working towards sales averages.
- Script for the entire year, including all the in-and-out planning (sales, recruitment and promotions).
- My plans are to build 12 first-generation trainers whom I will personally train.
- Putting in more internal competitions.
- Analysing competitions to identify areas of opportunity
- Running a powerhouse office with 50+ employees



### Abhishek Verma

Business Owner,  
Cosmos Organisation

- Closely monitoring my goals (daily, weekly, monthly, and quarterly) to make smarter decisions
- Making sure all my team members are well-trained, knowledgeable and motivated.

## What are the 2-3 things you will focus on in 2023 that will help you grow?

By looking back in time to 2022, I intend to learn from my previous mistakes and focus on techniques that have worked for me so far. Some critical areas that I plan to focus on for 2023 include:

- Effective networking with all other top performers. This is a great way to learn from the best people about their best practices, which helps upgrade our thought process, which helps build businesses. It also provides me with the opportunity to make contacts that could lead to future sales opportunities, help stay motivated, and inspire me to reach my goals.

- Setting clear goals for myself, both personal and professional: When we set a particular goal, it gives clarity on what we're actually working for. It clarifies your "why" and motivates you to "go the extra mile."

- Adopting inclusive management as a principle: Inclusive management leadership is critical for

success in our business. This is one way to develop skills in our leaders and to scout talent, and we plan our next promotions and expansion accordingly. Inclusive management also allows for the ability to create a shared vision. In addition, it helps to reduce turnover and create a culture of trust and accountability.



## Are there any opportunities of improvement for the team?

As the New Year calls for new opportunities to start afresh, it brings about scope for improvement in the business strategy, approach to sales and an overall improvement in the team. I believe 2023 is all about growth and expansion.

We look forward to:

1. Growth in terms of opening new cities across North India.
2. Adding more clients to work with in our product mix.
3. Add telemarketing as well as a strategy.



**Sahil Gupta**

Business Owner,  
Solitaire

## More people means more business - what are your plans for recruitment & expansion?

You can improve your overall sales performance by gaining a unique perspective on hiring and developing a more effective sales team. The sales representatives can improve their approach to scheduling more meetings with the prospects,

uncovering the desired business results, and engaging the customers in a collaborative process that ultimately leads to the sale. Some of the plans for the same include:

- Adding more guys than losing
- Building a base of quality people
- Training people to replace better
- Training HR at the back - end



## What goals have you set for recruitment and performance management in 2023?

I believe a strong HR team is required to hire strong assets for the team. As a result of working closely with them, I am making my HR team stronger than ever, and they are working harder to strengthen recruitment in the team.

This year, my recruitment goals will be:

1. To provide complete clarity on the company and job profile throughout all interview processes.

2. Involve my teammates in screening and selecting the right candidates

3. During induction, I also plan to give a clear growth structure in the business by showing live examples and achievements over a period.



**Dhandu Dinesh J**

**Business Owner,**  
Naval Incorporation

## What goals were accomplished, and what were the missed opportunities in the previous 12 months?

2022 was one of the most eventful year in my career in which I made the most amount of profits in my business. When it comes to sales, my goal is to be in the top 5, but eventually I ended up in the top 3. Also, I could create a couple of strong crew leaders with powerful leaders in their team. As a result of that, I am welcoming 2023 with an assistant owner promotion.

My goal is to have two ownership promotions and one assistant ownership promotion in 2023.

A couple of international trips also helped extend our knowledge to international standards.

One of my favourite parts of 2022 was the trip to Indonesia, where I worked with their team for a week and learned how to launch a new product in a new country.

When it comes to business, there will always be

opportunities hidden somewhere within ourselves or our own surroundings. The real challenge is to find them without giving up and then to investigate. To be honest, I enjoyed the journey because it was exciting and full of surprises.



## What goals have you set for recruitment and performance management in 2023?

2023 is a year of opportunity for sales recruitment and performance management. Our recruitment goals for the year 2023 are massive. The following goals should be set for sales recruitment and performance management in 2023:

1. Look towards hiring 50+ guys on the team, leading to more promotion and expansion.
2. Work on a structured and planned training and recruitment process that can help us become stronger at

what we are doing.

3. Increase the quality of hires and create a positive recruitment experience for all candidates.
4. Utilize data to make more informed decisions when it comes to recruiting and managing sales performance.
5. Measure performance regularly in order to identify areas for improvement and provide feedback in a timely manner.



**K Jagannathan**

**Business Owner,**  
Auro Management

## Has your team achieved everything they were set out to?

2022 was actually a learning and progressive year for our organization, but still, we haven't achieved all the goals we set for ourselves in 2022. The lessons we learned are going to be implemented to make 2023 massive.

focused on understanding the customer journey to improve retention and acquisition. We also focused on improving our processes to ensure they were efficient and effective. We also improved our lead

generation and conversion strategies. In terms of our team, we worked hard to ensure the guys had the resources and training they needed to be successful.

The primary focus of 2022 was understanding the customer's needs and wants and how they could be better served. This included analysing feedback and understanding the market. Additionally, we



## What challenges did you face & what can be learned from the missed opportunities in 2022?

Just like any business owner, I faced certain challenges - one of the most common being losing a team and having to rebuild from scratch.

I started 2022 with 20 salespeople in the insurance division but was down to 5 by the end of January, only two of whom were leaders. I started to rebuild my team again, and what helped me during that tough situation was constantly recruiting people. Although I kept losing them, I kept recruiting again and again and repeating the process every day and every week without compromising upon my positive attitude, as a result of which today I have a total of 25 people in the insurance and credit division combined.

Road trips were also extremely difficult the previous year because, compared to earlier when we used to hit 7 out of 10 road trips, we faced the major issue of having fewer leaders initially to handle the road trip. Another problem was dealing with objections from the BA's parents, who used to not allow their children to embark on road trips. Traveling to other cities also made many BAs develop a sense of negativity and discouragement and leave after the trip.

What helped me get out of such situations was being connected to my people all the time and focusing on their personal, professional, and financial growth by giving them a game plan every time. I also held a lot of



### G. Vinay Kumar

Business Owner,

Trillinium Organisation

small competitions to improve their competitive spirit.

Unfortunately, I missed out on an opportunity to visit Dubai, which was because of some tough situations I had previously faced. But that didn't affect me, and from then on, I worked much harder, became stronger, and learned to face any kind of tough situation in the business.

## What changes have you made to your business strategy over the last few years ?

Changes I have made over last few years:

- Preparing and following time-to-time schedule from Monday to Saturday and repeating the same for every other week.

- Investing more time in the office

- I spend quality time with my people in the evening after returning from the field so that I can understand their issues and solve them.

- Being personally involved in the trainings

- Having an understanding of the administration which can make an owner stronger.



## What goals have you set for recruitment and performance management in 2023?

As we enter 2023, it is time to make a change in our recruitment approach and set some goals. Setting goals for recruitment, according to me, is even more important than planning sales goals, as sales are the by-product of planned recruitment.

When it comes to my 2023 goals, they are massive, both in terms of the overall division and location, where I believe that in Pan India, every possible potential candidate will be our BA or customer. All team members must identify with and take ownership of

their own goals. Instead of setting rigid quarterly goals, owners must allow for flexibility in goal setting.

If I talk about the performance, it's going to be looked at more precisely & closely to ensure the profitability of the division. Evaluating employee contributions, feedback, and performances on a regular basis ensures that there are better insights into their performance and that each team member receives more accurate evaluations. Also, the performance issues and



**Tulsi Jain**

**Business Owner,**

Twinstar Incorporation

criticism of my team will be identified and dealt with early on in an unbiased and honest manner, thus making performance reviews a more meaningful and positive experience.

## How do you measure the progress of BAs in your company?

One must always learn to look at the big picture. When it comes to sales, it's essential to understand the bigger picture from a business point of view. The big picture will help my team work more effectively in the long-term. Additionally, having a clear understanding of the big picture may be able to deliver better results in the upcoming quarter. So, how do you let your sales team see the big picture of your business?

The first step in measuring the performance of my sales

team is to gain simple and clear visibility over the team as a whole.

In my opinion, taking individual responsibility for meeting goals with maturity is

the best way to measure progress. The way they take up any challenge and grab the opportunity makes them more progressive day by day.



## What goals were accomplished, and what were the missed opportunities in the previous 12 months?

2022 was a great year, wherein:

1. I promoted two owners.
2. We constructed a strong system for both telecommunications and field operations.
3. I was able to provide the best service to the clients as well as to the guys working.
4. We completed numerous national-level trips, restarted

road trips, and gained increasing exposure.

5. We opened four businesses and three different buildings in total.

Although there were no missed opportunities in the previous 12 months, I feel I could've performed much better had I been more careful.



### **A Althaf Potachola**

**Business Owner,**  
Alza Incorporation

## What changes have you made to your business strategy over the last few years?

1. Over the past few years, I have changed our business strategy to a mostly autopilot mode, where instead of doing things myself, I delegate responsibility to

- others and teach them to do things for themselves.
2. Invested more money on infrastructure and competitions.

3. Improved training programmes for the better.



## What processes have been put in place to meet the new year's goals?

Achieving the new year's goals begins with setting the correct processes and targets in place, especially in a business like ours. Although there aren't any hard and fast rules for doing this, some processes I've considered for 2023 include:

1. Writing down my goals, defining them, and reviewing them periodically. Clarifying your team's targets makes it easier to achieve sales goals. Set goals that are S M A R T — s p e c i f i c , measurable, attainable, relevant, and time-based.

2. Spending time to review performance helps understand the shortcomings of each team member and will also keep them accountable and motivated to achieve their targets.

3. Communicating about the organisational goals with my guys helps keep our focus on them.

4. Rewarding every little achievement. These keep your team members motivated & happy. Conducting contests and



**Mayur Aher**

**Business Owner,**  
Dexterous Incorporation

then offering special recognition to BAs who hit their goals is also recommended.

5. Setting proper monthly plans with my team.

## What leadership message do you want to convey to the newcomers of the business?

"Leadership is an action, not a position!"

This is a quote I truly believe in, as it perfectly encapsulates my philosophy towards leadership.

In this business, you need to show your team members how to do it, as actions speak louder than words. People are leaders by virtue of what they do, not the title they hold. As a leader, you need to take charge in every situation, take responsibility for your actions, and start performing according to your standards.

Taking a leadership approach and leading by example helps drive change and inspires the people around you. People are more likely to follow you

when you set a good example. Your responsibility as a leader includes motivating others around you to work harder. You have to lead by example and demonstrate how to do this. Your working habits and interpersonal attitude will lay a strong foundation for what you value most in others,

especially those who report to you. How you lead is based on a desire to take meaningful action and help your team members do the same. When you and your team focus on a common goal, leadership becomes an agent of change.

As a leader, you should learn as much as you can.



## More people means more business - what are your plans for recruitment & expansion?

More people means more business yes - The plans for recruitment and expansion inculcate that motto and yet with many more additions to it such as More Quality People Means More Quality Business. We need to understand that quality

products can be made with quality resources and that our business is the new guy on the field, when he/she is trained correctly and consistently they will become the quality product in our case a future owner, and so on.



**Kavita Dumbre**

Business Owner

The Solidarity

## Are the biggest drivers of 2023's growth hidden in the past year's challenges?

The biggest drivers for business, motivation, and growth are now deeply rooted in the challenges we all faced in the past few years: transforming the business from an all-field to being in telesales and navigating the business with the available human resources were challenges we all faced. Here are some tips that aided in the smooth transition:

1. Defining goals and strategies for telesales Asking yourself: What markets do you want to target? What are your sales targets? What metrics will you use to measure success? Answering these questions will help you create a roadmap for your transition to telesales and ensure that your human resources are aligned with your goals.

2. Taking stock of your current team's strengths and weaknesses Who are your top performers? Who needs improvement? This will help you identify which team members are best suited for the transition to telesales and which may need additional training or support.

3. Investing in training. This could include training on phone skills, objection handling, and product knowledge.

4. Leveraging technology: Telesales can be more efficient and cost-effective than traditional field sales, but it requires the right technology that can help your team members be more productive and successful.

5. As you make the transition to telesales, it's important to monitor your progress and adjust your strategy as needed. This may include changing your approach to training, or pivoting your targeting strategy. Stay flexible and open to feedback from your team members, and be willing to make changes to ensure success.

In summary, transitioning from an all-field sales business to telesales can be a challenging process, but it's also an opportunity to improve efficiency, target new markets, and drive growth for your business. It isn't that the future won't have challenges, but the persistence to deal with those challenges was built during past victories.

## What goals were accomplished, and what were the missed opportunities in the previous 12 months?

The last 12 months have been a roller coaster ride for me. I have learned a lot. I went from working with only my team to working with multiple business heads and upcoming promotions. From a small location, we shifted to a new location in a posh area. Most importantly, I learned how to network with other professionals in the industry. I developed a learning mindset, which has allowed me to

achieve my goals more quickly than before. I learned to broaden my horizons. I have made a good amount of money every year, but personally, I became more financially mature this year. I learned the value of money and the value of investment. As my first investment, I purchased a plot of land.

We set goals; some months I meet them while some



### **Vaibhav Kumar**

**Business Owner**

Polaris Organisation

months I don't. But that's how life should be, isn't it?

## Are the biggest drivers of 2023's growth hidden in the past year's challenges?

Mistakes are always the biggest drivers of growth. Learning from it is very important. For me, expansion in different cities will be the biggest drivers of growth.

Expansion: When we expand to different cities, we can cover more areas and get into multiple portfolios, helping us maximize.

Setting Standards: Defining our standard will help everyone grow. When we set high standards, we have a reason to work hard, which creates an identity in the crowd.

Customer service: As we are in the advertising and sales industry, with more branches,

there should be a check every time in customer service.

Leadership: It is not always about doing something unique or extraordinary. But sometimes, it's about implementing best practises and being inspired by people who are performing well. Create a desire to do better within yourself. I think it actually requires a lot of sweat and blood to acquire this mindset. So this is also an example of leadership.

2023 is going to be the biggest year so far!

All the best!



## What are the essential factors that have contributed to the growing numbers, and how do you see them growing in the upcoming year?

Some of the most important factors that have contributed to my numbers time and again are:

1. Quality & consistent recruitment: If you are a sales leader, recruiting the right talent can be your top priority. With a well-defined recruitment strategy in place, the business heads on to add better people, which in turn improves the business's performance and leads to a healthier bottom line. Having a recruitment strategy in place helps amplify the company's offer acceptance rate, thereby strengthening employer branding. Adopting a policy of quality and consistent recruitment will help boost growth and success in 2023.

2. Undertaking frequent road trips: These provide an opportunity to meet with potential customers in a new location, introduce new products, build relationships, and close deals.

3. Being on the field as owners: Face-to-face interaction with clients can set the stage for an increase in the number of pieces sold and an increased level of trust & customer referrals.

4. Leading from the front when it comes to sales and retention of new guys: You should be the ideal example of what you want the rest of your team to strive for. That means setting a high bar for yourself in all aspects of the sales process, from prospecting to closing. Show your team that you are willing to put in the extra effort, even when it's tough. Be the leader who shows your team that failure is part of the process and that success comes from learning from those failures. Set a good example by staying organized, following up with customers, and always having a plan for success.

5. Conducting sales training personally: These training sessions help ensure that guys have the knowledge and skills necessary to succeed. You are able to provide valuable insight and feedback to your team members, allowing them to hone their skills and become more effective. Additionally, it can help improve the overall customer experience, as customer service and sales are two sides of the same coin.



**Harsh Vasant**

**Business Owner,**

Caliber Organisation

6. Never giving up: Maintaining a positive attitude and maintaining a strong self-belief that this is your business and you have to lead from the front

7. Organizing things systematically: This is with regards to establishing clear goals and objectives, following the sales process, tracking and monitoring progress, and training and motivating my guys.

8. Conducting crew nights: A great way to build morale, foster team-building, and encourage collaboration among employees. Crew nights should be held regularly, ideally weekly, to ensure that employees have the chance to bond and get to know each other.

## More people means more business - what are your plans for recruitment & expansion?

My plans for strong recruitment in 2023:

- Having 50 sales guys
- Conducting more and more in-house trainings
- Using multiple free portals for hiring the correct talent

- Hiring interns
- Training HRs from different cities

My plans for business expansion include the following:

- Opening up another

branch in Mumbai

- Holding two or more owner promotions in 2023
- Adding one more client to the portfolio mix



## What are your plans to start strong in the upcoming 1st Quarter?

The first quarter of the year is an ideal time to kick off new strategies and, as a leader, put your business on the right path for the year ahead. Having an understanding of team needs, reviewing previous year's results, and setting future goals are some of the best ways to ensure that we're headed in the correct direction.

I always think it's important to start the new year with a fresh mind, fresh goals, and fresh plans! When thinking about your goals, it's also important to think SMART - Specific, Measurable, Achievable,

Relevant & Time-bound. The most important part of setting goals is crafting a plan to achieve them. When we have tangible, clearly defined goals, we're sure that we're on track.

Whether you are looking to advance your career, promote from within your team, or change directions, planning ahead will help you stay focused. We just need to acknowledge that our plans will have to accommodate some uncertainty. Surely, you can continue working the same way you have so far. But if you do,



### **Naga Pavan Vadapally**

**Business Owner,**

**Admire Global Organisation**

don't be surprised if you find yourself in the same position this time next year. Take some time to create a plan for the year ahead that is worth your time and energy.

## What are the 2-3 things you will focus on in 2023 that will help you grow?

Not only is the new year a perfect time to set some new goals & habits up for yourself, it's also a new decade, which means the sky's the limit! While it's important to think about your goals throughout the entirety of the year.

As a new year starts, most people look back at their achievements and wonder what they can do better in the upcoming year. Your business is no different! If you've worked hard to set up your business in 2022, now is the time to review some of your goals for 2023. These are things that will help you focus

on what you want to achieve. Reflect on the past year, create goals, spend time on self-development, get team members involved, and track your goals.

• Motivation: Pick a goal that motivates your personality.

- Planning
- Be true to yourself: Set attainable goals for yourself.
- Keep track of your progress as you proceed.
- Be gentle with yourself.



## What processes have been put in place to meet the new year's goals?

There's a lot coming up this year for LORVEN and I am so excited to announce so many projects that will be implemented soon. This isn't easy for me; it's been a great journey with many successes and failures. I have learned a lot throughout the pandemic by experimenting with things and implementing new ideas, which has made me come up with some solutions and questions. These gave me an outline to analyse what the issue was in the case and figure out what should be done when such uncertain situations arise. It was a roller coaster ride for all of us, but we still thrived to achieve the position that we are standing at right now. And I have learned that

innovation is one of the most important aspects of staying relevant in the modern business market. In 2022, we inaugurated our first promoting office, SHIKARA with Kala as an owner in Vijayawada, and now this year, we are looking forward to the setting up of a new office in Hyderabad, keeping the Warangal office as our base. As I said before, this new year has some good things coming up for us, as I am planning to promote more people into ownership, opening new offices and setting up a proper tele-calling team to provide opportunities to freshers and looking forward to new portfolios.



### **Umakanth Bemulgi**

**Business Owner,**  
Lorven Organisation

And we are working to make the plans more reliable and achievable. I'm keeping my fingers crossed and hoping for the best.



## What are your in-office & on-field training methods that have contributed to your excellent record streak?

I've always believed in the process and not the results, so for me, whichever path I choose, I'll put my heart and soul into it and try till the last minute to reach the goals that I've set up.

Tele-calling was the only way we had the courage to keep the business running during the pandemic, but we also found it to be more profitable and relevant for business expansion. There was a huge percentage of renewal conversions observed after we started tele-calling. So wanted to keep this process alive for future expansions, and our recruitment process grew not only for on-field but for in-office opportunities as well, which led to team expansion and profits as well. I've been focusing on both on-field and in-office activities and have incorporated them into my daily routine plan, which I've been following from the start.

My office routine begins with in-office training for both teams, and a to-do list made the day before, which makes the work simple and varied. A to-do list makes work more reliable and allows you to easily focus on the issues that need to be sorted out. This has been followed by my HR team

as well. This kept our company's customer service very trustworthy. From my first day as an owner to the present, I have followed three rules: "Planning" is the first and foremost thing that an entrepreneur should focus on; it is the main lead to the business in terms of associated profit and business development. It's all about what to do, when to do, how to do, where to do it. When a plan is discussed among the team, there are two groups: one that supports, understands, and accepts it, and another that questions the process and results. This is where we must focus our efforts to help them understand and educate them about the process. "Monitoring" plays a vital role in that when it's tough to handle everything at once, we need to assign the responsibilities to the leader. This makes the whole team work accordingly with no clumsiness, and when you give responsibility to a person, he/she works more precisely than they usually do, because responsibility makes a person more consciously take decisions and conduct behaviours that seek to improve oneself or help others.

Field, on the other hand, is a completely different level of difficulty and is accompanied by this ethics and discipline. The ethics are the same, no matter how long you have been in this business. When you have discipline in your work, you have two great minutes left in life. Apart from all these training modules and working styles that change according to market situations, working on your communication skills and being able to understand the customers' needs can do wonders. If not today, then tomorrow, the customer will come to you for the service you are providing. Most importantly, the customer service that we have focused on and taught our team over the years has helped us grow. We are also concentrating on recruiting and implementing new ways to hire good team members. All these factors helped us to contribute to the record-breaking results, and I'm happy for this coming year, hoping good things will happen and wishing everyone a happy, healthy, and wealthy new year.

Cheers to all!

## What are the 2-3 things you will focus on in 2023 that will help you grow?

The advent of the new year brings a unique opportunity for brands to both capture seasonal sales and set up strategies for the year to come. Each new year brings new customer trends and expectations, so wise business leaders will turn to a blend of well-established insights and fresh strategies to meet current and prospective customers where

they are—and where they will be. Things I'll focus on this year are:

- Training people more effectively
- Starting new clients
- Building more first generations
- Opening up in more cities



**Milind Chaturvedi**

**Business Owner,**  
Paladin Organisation

## What leadership message do you want to convey to the new-comers of the business?

The COVID pandemic has brought about a massive behavioural change in the way we conduct business and also visible, lasting changes in customer behavior. We need to adjust our business model to accommodate behavioural

changes. As companies continue to position themselves for the new normal, they cannot be constrained by traditional models but instead must revamp their style of doing business to not only survive the crisis but also thrive in the

post-crisis world. So my message for the newcomers is to learn to adapt & be enthusiastic in all situations as business keeps changing and does not remain constant.



## What challenges did you face, & what can be learned from the missed opportunities in 2022?

There are good days and bad days. On days that my guys are unable to score any deals, I make sure I understand the challenges behind the inability to close and train my team in those very areas.

There needs to be proper training imparted on acquiring quality donors. It is essential to train and equip your reps to identify the right opportunity and be at the right place at the right time.

There also needs to be a clear-cut pitch that is both

informative to the donor and sets your business apart. The customers of today are much more informed and look for options to evaluate before taking a decision. The solution here is to work closely with your team to understand the objections they face and integrate them into a strong elevator pitch that can be used to back their claims.

The only way to overcome all obstacles is to know exactly what you're working for. It could be a promotion, it could be money for a new car or house, it could be to



### **Mohanasundaram R**

**Business Owner,**  
Royz

top the sales charts, or whatever makes you push ahead. When things get tough, the only way to push forward is to remember what you're working for.

## What are your in-office & on-field training methods that have contributed to your excellent record streak?

No matter whether you're an owner or an associate, from time to time proper training sets one up for success. This is particularly essential when it comes to the field. It can be difficult for sales reps to close sales and face customer objections, especially when new to the business. Some of the methods I've adopted are:

- Provide proper training to help your guys perform their best & develop an unstoppable sales team.
- Reviewing what has worked in the past and what hasn't to prepare for answers and craft a prepared strategy to

handle objections.

- Also try to incorporate different training modules, as not everyone learns the same way. Some learn through workshop meetings, while others learn through field observations.

- Have your guys observe as many pitches as possible. Be patient and allow them the time they need to gain confidence in your product and process.
- Regular meetings to review performance.



## What challenges did you face & what can be learned from the missed opportunities in 2022?

2022 was the year of my comeback. This year taught me how to face my fears. I started 2022 with almost no one on my team, as I had just shifted from Baroda to a new city, Bangalore. I had never run an office in such a huge city, but taking on the challenge helped me know my limits. Initially, it was a

challenge, but then it gave me multiple returns, as if to say, "bigger the risk, bigger the returns"

Started 2022 with three guys on the field and finished with over thirty, including one ownership promotion.



**Mayank Singh**

Business Owner,

Triforce Incorporation

## What leadership message do you want to convey to the new-comers of the business?

The only message I want to give to all my budding leaders is that it might take a little time in the journey to reach the top, but if you stick, you will surely click. When the journey is going to get harder,

it's only because it is preparing you for the challenges that you will face at the next level.

The whole journey to business ownership will develop a lot

of qualities that you need to run a successful business, including perseverance, patience, and the belief that, if you have it in you, you can rule the entire world.



## How to measure the progress of BAs in your company?

A good way of understanding the progress of any BA in the office is by spending more time in your office at a pitch practise and observing the way they learn the pitch and reciprocate it. Our business is very simple when it comes to Level 1: Monkey see, Monkey do!

In terms of On Field:

- Day one: Observe how BAs take customer responses.
- Day two: Make them talk and appreciate them.
- Day three: Make them pitch until they close a deal with a 2:1 ratio.
- Day four: BAs want to give a 1:1 full pitch
- Day five: Being fully independent on the field



**Soundar S R**

Business Owner,  
Pinnacle

## What processes have been put in place to meet the new year's goals?

- Discuss the day ahead with leaders.
- Practising upon what we preach
- Need-based training rather than group training
- Being a morning person
- Spending more time on quality training



## How do you measure the progress of BAs in your company?

The growth of BAs in our company is an inherent result of continued efforts towards professional development.

In order to grow your business, you need to identify and nurture BAs who have that little something extra, go beyond the job description and exhibit creative thinking and leadership potential.

So here are a few ways I measure the success of a BA in my company:

1. 360-degree feedback: This can then be used to identify areas for improvement and create action plans to reach desired goals.

2. Self-Evaluation: Asking each representative to evaluate their individual performance can be very effective.

3. Staying calm and analysing

the situation objectively, without letting emotions cloud your judgement.

4. Good people skills: High performers tend to have larger professional networks than average workers.

5. Checklists: Using a simple "yes/no" checklist is a quick and easy way to identify if there are any shortcomings in my BAs in any particular performance area. It also helps identify those who need additional training and knowledge to become more efficient.

6. Customer service: A successful BA should be able to provide quality customer service, which includes - timely and accurate answers to customer inquiries, having a deep understanding of the



**Shweta Vrishty**

**Business Owner,**

Supernova Kepler's

product, being able to effectively troubleshoot customer issues, and providing helpful feedback to customers.

7. Fearless decision- making: High performers usually are not afraid of making mistakes in an effort to provide innovative solutions.

## More people means more business - what are your plans for recruitment & expansion?

This statement is true, and hence, I am sharing my best practises for recruitment & expansion:

1. Align your recruitment efforts with company goals.

2. Identify different ways to attract new candidates.

3. Develop a clear employer brand.

4. Use social media platforms like Facebook, LinkedIn,

Instagram, etc.

5. Utilize human resources to the maximum. I used to make most of my bookings through Indeed, Apna, Hirect, etc. I used BA's phones for free postings, and they in turn used their family phones; these practises are generally undertaken by the interested BAs.

6. Conduct awesome interview sessions.

7. Consider BA referrals as well.

8. The most important aspect is to invest in and properly utilise your backend.

To conclude, my plan is simply to hire, train, and engage the BAs well. I don't believe in retaining people; if they are well trained, they will be retained!

I also plan on promoting all my upcoming owners with a minimum of 25 guys so that they can make a good amount of money. And in 2023, I'll promote three owners in my organisation and open two more cities in the next six months!



## What goals have you set for recruitment and performance management in 2023?

So as we know, our business depends on three things: Sales, Recruitment and Retention (Training and Development) for that individual so they can achieve their respective goals. Having goals is very important, and I believe in practical goals. Obviously, I planned my performance for 2023 as well, as it will provide me with a roadmap. My goals for 2023 are:

- Recruitment
- Sales
- Promotions
- New Office Location

As far as recruitment is concerned, I plan to add 5 new members to my team and ensure that I can bypass

my recruitment goals every month so that I can build a strong team. For recruitment, HR, leaders and trainers play major roles. So, I will ensure that I can provide basic training and networking to every individual, as this will strengthen their belief in business and improve their performance.

I believe that more people will contribute to more sales and money. Just like recruitment, I also plan to increase my sales numbers every month. So by the end of this year, I can aim for a bigger number.

Promotions bring so much excitement to a business. Some of my promotion goals are:



### Rohini Sharma

Business Owner,  
Riseonic Organisation

1. Promotion of Single Ownership
2. Two assistant owner promotions
3. Four executive crew leader promotions

## Any challenges and implications faced last year? How do you propose to solve them?

I believe that challenges are an inevitable part of life. Challenges arise so that we are aware of our strengths, capabilities, and abilities. These adversities make us stronger people, and facing them in a positive manner improves our capabilities and skills. I make sure I face every challenge thrown my way without losing focus. I've faced many challenges so far, such as losing my team, office politics, and more. But the one thing that I always maintained was "consistency in work." If you are consistent in your efforts, you will definitely go a long way, and

challenges can never stop you.

I propose a few approaches to overcoming obstacles.

1. Following the basics of business, like GRASP (getting along with the right person).
2. I also believe in confiding in your mentor. I make it a point to speak to my mentor, who always

provides the best solutions based upon his experience.

3. I also believe in the 8 Steps to Success. I believe in maintaining a positive attitude and enthusiasm despite the problems I face. I love carrying a smile across my face along with a "go-getter" attitude!



## What are your key takeaways from the previous year, and what is the roadmap for the year ahead?

I believe every year is a brand new adventure until we reach the success we are aiming for. 2022 started for me with an altogether different mentality and experience. The pandemic had taught us a lot, and we learned to implement changes to face the tough situation. We carried the same spirit throughout 2022, where we implemented different methods of tele-calling, working from home, and field sales.

As far as recruitment is concerned, it has also evolved from being just face-to-face

walk-ins to virtual interviews.

2022 started with very little fear of the previous pandemic, but it drove people to develop the mentality to stand strong in any situation. Especially since the pandemic ended up giving us plenty of time at our disposal, it only made sense to use it effectively, and make the most of it. It taught us that unforeseen circumstances are common, but it's important to stand strong in such situations.

As 2022 gave us many



### **K Pavani**

**Business Owner,**  
Vornex Global Mgmt.

opportunities to develop businesses with varied solutions, I needed to take advantage of these while holding up with new clients in 2023. I also plan to start newer locations in 2023 by keeping 50 BAs and acquiring new clients.

## Any challenges and implications faced last year? How do you propose to solve them?

Yes. Since it's a business, it's bound to face both ups and downs. It's a common challenge for everyone.

The biggest challenge I've faced in 2022 is juggling my pregnancy and delivery along with the business. It's been a tough challenge managing the office, myself, and my baby as sales is a demanding job with requirements for mobility.

I nevertheless undertook the challenge as I wanted to show the example of true leadership to everyone. I am

proud of the fact that I worked for the entire nine months of my pregnancy and stood strong throughout. By adapting a strong and positive mentality, it is possible to overcome tough situations in life. Although I've very recently given birth to a baby, I am still present virtually, conducting training

sessions and meetings. I believe one must never wait for solutions from others.

Work hard and struggle if needed to find a solution. When you stop being afraid of challenges, you will achieve success and become an inspiration to others.



## What are your plans to start strong in the upcoming 1st Quarter?

Since the onset of the pandemic, we've come a long way, and we look forward to 2023 being nothing short of massive in terms of revenue, promotions, and growth. Personally, I feel it's time to

put in double efforts and get financial freedom as a company as well as a BA. As a team, our goal is to have massive growth in terms of promotions and increase the team size by 100%.



**Jeevan D'Souza**  
Business Owner,  
Capstone Organisation

## How do you measure the progress of BAs in your company?

The performance of the BAs in the company is not only measured in terms of the revenue that they make. But it is also measured in 3 ways:

1. Financial freedom: Every BA in the company has the opportunity to make as much as he wants because it completely depends on the performance of the

candidate. By linking pay to performance, BAs can be motivated to work harder and achieve better results. This type of pay system can also help to retain top performers and reward them for their efforts.

2. Growth: It is also measured in terms of promotions, and BA has the opportunity to do

it at his own pace since there is no time limit for him to do so.

3. Interpersonal skills: During the training, not only does BA grow, but he also develops interpersonal skills, which play a major role in his growth as an individual.



## What are your plans for a strong start in the upcoming first quarter?

It is a very diverse business, and after COVID, it has opened up different platforms to work on. Till now, my business was limited to telesales only. That's why this quarter I am again relaunching direct sales and marketing.

So in this quarter, my plan is to build teams in both telemarketing and direct sales.

Furthermore, I am building four crew leaders with the goal of reaching 50 guys by the end of this quarter.

Moreover, this year I am expanding my business to a new city, so this quarter I'm starting an assistant owner criteria.



**Anshul Garg**

**Business Owner,**  
Opulence

## What challenges did you face, & what can be learned from the missed opportunities in 2022?

The biggest challenge in 2022 was resuming office work after 2 years of working from home. Getting out of one's comfort zone and returning to one's normal working routine also caused issues with candidate recruitment and retention. Another challenging problem

was adjusting to telemarketing from the office, as people were not used to it.

We learned a lot from the opportunities we missed last year:

1. Keep networking with the top highrollers or the offices all across India.

2. Refrain from repeating the mistakes you made in the previous year.

3. Always show your leadership and lead from the front with examples.



## Has your team achieved everything they were set out to?

As we stepped out of the COVID pandemic in 2022, the main focus for the year was creating fresh bases. We decided upon 2022 as the year of rebuilding the business.

And, yes, by the end of the last quarter, I can say we had reached that milestone, which is what entrepreneurship is all about, as I've discovered on this journey. It's not only about

enjoying your highs but your lows as well. and how do you bounce back stronger and get yourself prepared for the new goals and plan how to make the most of the turning of the calendar to ensure you're optimising your business in the year to come.



**Jayna Bhavsar**

**Business Owner,**

P.R.I.D.E Advertising

## What are your in-office & on-field training methods that have contributed to your excellent record streak?

Our business is people's business. When you focus on developing your people, business will naturally develop.

And in that journey of building people, systems and systematic training play a big

role. When it comes to training methods, the most important thing in our business is the basics and system, which are the roots of our business. Training and replacing people on the basics and system, closely

monitoring their goals—when everyone is working towards a common team goal, it will undoubtedly be accomplished. And that's where strong businesses can be built.



## What are your plans to start strong in the upcoming 1st Quarter?

2023 is going to be a great kickstart for XURIOUS with lots of new goals and ideologies. I look forward to expanding my business into a bigger organisation with the right work ethics, education, and leadership, focusing on the creation of leaders rather than followers, leading from

the front, and exposing the individuality of each and every leader and their talents. The upcoming year is going to be full of promotions at every level and a very happening office with the best work-life and fun-life strategies.



**Sai Lakshmi V**

Business Owner,  
Xurious Incorporation

## Has your team achieved everything they were set out to?

We have achieved our goals to some extent as a "one team, one vision" mindset, but we plan to exceed them

in the current year of 2023. We have expanded our office from 7 guys to 25 guys

(in 2022-2023), and we are looking forward to having a team of 100 guys in Xurious by the end of 2023.



## Any challenges and implications faced last year? How do you propose to solve them?

I think challenges are something that always gets the best out of you, and at every level there will be a challenge. Last year was a challenging year for me since, as a new owner, I wanted to run a great office and promote a person as well, but since the goals were clear and I was ready to put in as much hard work as

needed, it turned out to be a great year. What I believe is that the greater the obstacle, the more glory there is in overcoming it.

And any challenge, the universal solution according to me will always be leading from the front in everything, be it office or field or wherever is required.



**Pooja Dixit**

**Business Owner,**  
Ascentia Organisation

## What are the 2-3 things you will focus on in 2023 that will help you grow?

1. Firstly, I will be focusing on working with data. I think data management plays a big role in your company's success. You can easily find out the problem and work on a solution, and it allows you to keep your business under your control as well.

2. The second thing I'll be focusing on is promoting a lot of people to different levels and giving promotions to build my organisation faster, and personally running a big team as well that will help me grow.

3. Lastly, the most important thing that will help to grow is

travel, so in 2023 the goal is to travel to different offices and organisations to learn and implement a lot of things because I always believe

that your network is always equal to your net worth, and I'm giving my team a lot of chances to travel and enhance their knowledge.



## What are your plans to start strong in the upcoming 1st Quarter?

As 2022 was the year when we created the foundation and a strong base after COVID, 2023 is the year of ACTION. Starting the first quarter of the year, I plan to make my new office solid as

well as reach the "50 guys" benchmark with my organisation which will create a base for next quarter's goal of reaching 100 guys.



**Yash Pandya**

Business Owner,  
Kop Incorporation

## What are the 2-3 things you will focus on in 2023 that will help you grow?

My focus this year will be getting in touch with the roots of our business, which are our systems.

What I have realized in my journey so far is that nothing can go wrong if you and your people believe and follow

the systems every day/week/month/year. That's the key to growth.



## How do you measure the progress of BAs in your company?

The team is the force that drives a company forward. So it should come as no surprise that the daily performance of the workforce hugely influences the success or failure of a business. To stay successful in today's market, I find ways to maintain and bring out the best performance from their team members. Not only does this help to hire, retain, and develop the best talent, but it also helps everyone grow within their roles and responsibilities, and as a company, I build a pipeline of future leaders. I work continuously to improve performance, which involves measurement, evaluation, and planning. At Avenue Inc, we assess team members' development based on factors such as:

1) Quality of work: Our standard of work is a key indicator of performance. How much work does the team accomplish in an average week or month; how does this match up to your expectations? Are deadlines met, greatly improved, or time wasted? Are corners being cut to produce work quickly? Efficiency is defined as maximum output at the lowest possible cost.

3) Trust and consistency: I ask

myself, "Do I trust my team to do all their work to a high standard and deliver it on time?" Do they work independently, or do I feel that I often have to step in? Do they consistently display company values? Are they punctual and present to the expected standard? High-performing team members can be trusted with autonomy and continue to produce strong results without much supervision. I keep these performance metrics in mind when conducting individual team members' performance reviews.

And how do I assess the performance of the team?

Without a proper evaluation of an individual team member's performance, I may waste valuable time and effort implementing improvement plans that don't begin to tackle the real problem. Here I am sharing some popular ways that help me evaluate team performance:

- 360-degree feedback: from a circle of people
- Objective-based performance: where owners and team members work



**Bharat Ahire**

**Business Owner,**

Avenue Incorporation

together to develop performance goals and set clear deadlines for completion.

- A twist on the SWOT: Many of us will already be familiar with a SWOT analysis, but for performance evaluation it's best to swap "weaknesses" with "areas for development."
- Performance on scales: Using numbered scales, such as 1 to 5 or 1 to 10, to rank a team member's performance in specific areas.

## What are the essential factors that have contributed towards the growing numbers and how do you see it growing in the upcoming year ?

1. I investigated why the team isn't meeting expectations.
2. Discussed both the highs and lows.
3. Provided consistent feedback as they progressed.
4. I created a positive workplace culture.
5. Prioritised learning and development.
6. Set measurable and realistic goals.

7. Regularly recognised great work and improvements.

8. Increased job satisfaction.

9. Acted when I didn't see improvement.

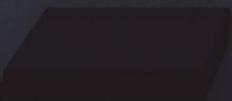
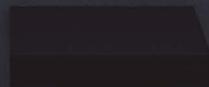
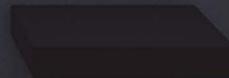
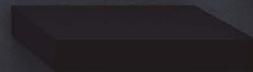
In 2023, we will, without a doubt, create something beyond our wildest dreams. We currently have the highest averages in our division. It's all about mindset, which says a group of sheep cannot take over

the jungle, but a few lions can. If you look at it the other way around, it's a numbers game. Talking about Avenue Incorporation, we now have a concrete plan for opening up cities like Mumbai, Jalgaon, Aurangabad, Nagpur, and Bangalore in the upcoming years.



# A Step Ahead

We are proud to welcome our New Age Leaders



## PROMOTION TO OWNERSHIP



**Manoj Kumar**

Company Name:  
**Rigel Incorporation**

Promoting Owner:  
**Sahil Gupta**

Division:  
**Charity**

City:  
**Chandigarh**



**Ajay Mohan**

Company Name:  
**Alvestra**

Promoting Owner:  
**U Pooja Dixit**

Division:  
**Charity**

City:  
**Hyderabad**

# VISIONARIES OF TOMORROW

Special Insights & Talks of the Field from our Assistant Owners





**Niketán Arvinth K**  
 Assistant Owner  
 Xurious Incorporation

### 2022: What worked for you & what didn't?

To start off with, 2022 was a great year. We started face-to-face with just two guys from telemarketing and ended up with my promotion to Assistant Ownership. Some of the things that worked for me were:

- 1) Having a habit of daily reporting to my owner, both about myself and my team.
- 2) Creating standards and a competitive mindset among people.
- 3) Networking and going on an exposure trip.
- 4) Spending quality time with my team members.

These were the four most important factors in my promotion to assistant ownership in 2022.

Few things that didn't work out:

- 1) Attempting to manage everything on my own
- 2) Not asking for help when it is needed. It's the same as not going to the doctor when you're sick.

### Were your goals realistic this year? If so, how can you further build on that success this year?

To further build on the success of 2022, I plan to:

- 1) Get myself promoted to Ownership.
- 2) Have a company with people of high calibre and standards who completely follow

the system and LOA.

- 3) Create great partners in team
- 4) Have a bigger vision of life and entrepreneurship!



**P Venkata Saileela**  
 Assistant Owner  
 Trillinium Organisation

### What does success look like to you in 2023?

2023 is my year to make all my dreams come true. I am determined to achieve success, and I envision a life with a secure career and financial future. I am committed to learning strategies to increase my sales and grow my business. I will also use good networking

practises to connect with the right people and build relationships that can help me reach my goals.

I plan to run my business at any cost this year, and I'm excited for the same!

## Which goals have you missed in 2022? How do you plan to accomplish them?

My ambition of running my own organisation in 2022 was dashed. That's why this year, 2023, I'm going to complete it in a clear manner.

- 1) I won't repeat past mistakes this year.
- 2) I will set my mindset properly, and I will drive my people according to their commitments.

- 3) I will train them to accomplish their goals.
- 4) And I will set my team and myself according to past experiences.



**Dornala Raj Kumar**  
Assistant Owner  
Fortune Global Organisation

## What do you think will be the possible challenges in 2023?

Just like any business, ours also has its ups and downs. There will be challenges, and we must be prepared to take on any challenge that comes our way.

You need to be prepared for risks that could impact the organisation's goals. Protecting your business against possible risks is critical to building resilience. Proper planning and developing response strategies can help with accurately capturing, monitoring, and controlling the risk factors. With proper planning, risk-response strategies, and a data-driven approach, these risks can be avoided, and you can strive and thrive through adverse situations.

Losing old employees and building new ones is a common and difficult business practice. It is becoming increasingly difficult for marketing firms like ours to retain talented salespeople.

After getting into ownership, it will take time to handle a perfect & profitable business.

These realities create a pervasively uncertain environment that poses significant challenges in 2023. So, maintaining a positive mental attitude & having patience is a "mantra" to succeed.

## Which goals have you missed in 2022? How do you plan to accomplish them?

1. My promotion to the next level was the most important goal I failed to achieve in 2022. But, for me, this has only been a good thing. This is because I believe that before becoming a business leader, you must be knowledgeable about all aspects of the business.

2. It is very important to learn from people and their examples.

3. You are bound to grow at a faster rate in our business if you have a student mentality.

4. There must be a constant endeavour towards constant learning, improvement, and teaching. Evaluating the effectiveness of current tactics and making adjustments to increase the numbers.



**Prashant Singh**  
Assistant Owner  
Supernova Kepler's

## What milestones have you & your team explored in 2022?

We explored Goa on the RNR trip, where we learned a lot from experts, like how to run a business and how to manage people, as well as how to manage ourselves. Apart from that, we enjoyed a party at Bagha Beach.

Also, some of my team members, including me, got an exposure trip to Mumbai in 2022, and on that exposure trip, we learned a few things, which I have mentioned below:

1. How to do more sales in less time.
2. How to train people in only 6 days
3. How to train guys in the office

## What do you think will be the possible challenges in 2023?

1. Trust issue while doing field sales:

We have to change the product from time to time, so we have to pay attention to our customer service; otherwise, one person will lose trust in another person and the product, and then in that situation we will have some difficulty selling out in the field. If our customer service is good, we can make money by giving service to a person more than once. In this world of data, a person's own data is everything, so we have to be genuine with our customers.

2. Problems in recruitment:

This is the era of digitization, nowadays people want to work from home and get money, and this is a problem for us because our business depends on the field, which teaches us a lot. Working in the field and meeting new people every day is not less than a journey, and I want to write a few words on this.

"Life is a book, and he who did not travel didn't even read a page of the book!"

RE - THINKING  
**RECRUITMENT & BEYOND**



# Vision 2023: Recruitment Solutions

In today's fast-paced business world, recruitment solutions are more important than ever. With the workforce constantly evolving, businesses need to adapt and find the right people to help them succeed. As someone once said, you don't build a business. You build people, and your people build the business. To find the right people for your business to grow, it is very essential to have a strong recruitment team who share the same vision as an owner, for the company's growth.

Before the strategies are made, it is important to have all the resources in place. The foremost idea is that technology will continue to play a major role in the recruitment process. Hence it is very important to invest in the latest recruitment tools like portals and social media, to stay ahead of the competition and deliver the best.

The key performance indicators for a strong recruitment team are –

Monitoring, Training, Data, and Networking.

## MONITORING

Effective monitoring is a critical KPI for any recruitment team. It involves tracking and analyzing the performance of the team in various areas,

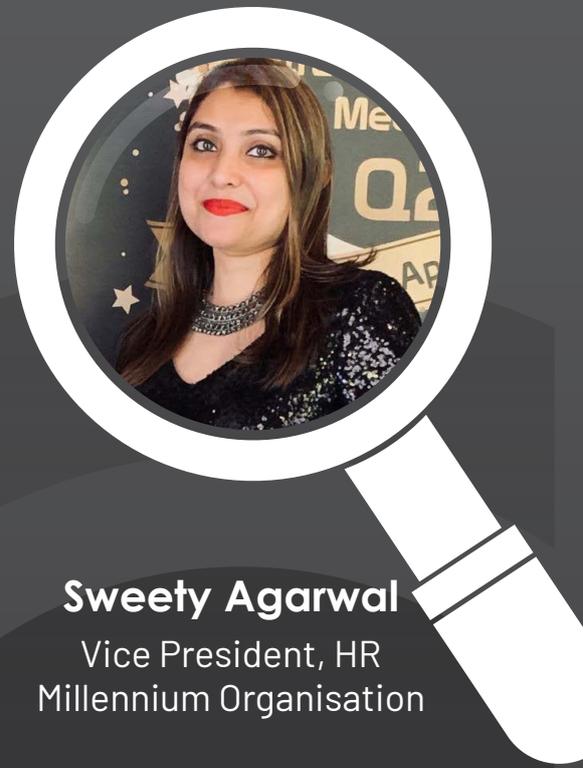
such as the number of candidates recruited, the time taken to fill positions, and the quality of hired candidates. By monitoring these metrics, recruitment teams can identify areas for improvement and implement strategies to optimize their performance.

## TRAINING

Training is another crucial KPI for recruitment teams. Ongoing training and development can help recruiters keep up-to-date with the latest recruitment trends, technologies, and techniques. It can also help them develop new skills and improve their existing ones. By investing in training, businesses can ensure that their recruitment teams are equipped with the skills and knowledge needed to source, screen, and hire the best candidates.

## DATA

Data analysis is an essential KPI for recruitment teams. It involves using data to measure the effectiveness of recruitment strategies, identify trends and patterns, and make data-driven decisions. By collecting and analyzing data on various recruitment metrics, such as time to hire, cost per hire, and source of hire, recruitment teams can gain insights into their recruitment processes



## **Sweety Agarwal**

Vice President, HR  
Millennium Organisation

and make informed decisions to improve them.

## NETWORKING

Networking is a crucial KPI for recruitment teams, as it involves building and maintaining relationships with potential candidates and industry experts. Networking can help recruitment teams tap into passive candidate pools, identify potential talent, and gain insights into the latest trends and developments in their industry. By attending industry events, joining professional associations, and engaging with potential candidates on social media, recruitment teams can build a strong network of contacts that can help them find and hire the best candidates. This year is all about managing effectively and giving your HRs the freedom to use their expertise and judgment for sourcing and selecting potential candidates.

Empower your recruitment force, by looking into everything at the micro level.

The motivation factors: TRAVEL and COMPETITION

Travel and competitions can provide unique opportunities for recruitment teams to learn, grow and perform better. This results in:

- EXPOSURE TO NEW TALENT POOLS
- LEARNING OPPORTUNITIES
- TEAM BUILDING
- ENHANCING RECRUITMENT SKILLS

In summary, recruitment is a dynamic process that requires a combination of skills, knowledge, and

strategies to be successful. By prioritizing the key performance indicators and taking advantage of learning opportunities, recruitment teams can improve their effectiveness, make better hiring decisions, and ultimately contribute to the overall success of the business.

## In your opinion, how does employee turnover affect the organisation?

I feel that the key to any organization's growth is its Human Resources team. That is why adding quality employees to your company can help it grow. As an HR professional, obtaining these quality candidates for interviews motivates

everyone, from owners to BAs, as well as yourself. Seeing your office bustling and all cheerful can make the work environment more suitable for sales and recruitment, which helps in the overall development of the organisation.



**Binita Lalaji**  
Stellar Organisation

## What does a successful onboarding process look like?

The onboarding process can be said to be successful when the owner and leader building their teams are happy with the quality of the new addition to their team. Not only the quantity, but

also the quality of new recruits and their enthusiasm for their work, can demonstrate the success of the recruitment process. But still not being satisfied and knowing that the business is

yet to bloom and prosper, we should always look for the next promotion in the organisation.

## What has been your biggest challenge with regards to recruitment and retention? What has been tried to improve the situation?



**Karthika Jagannathan**  
Auro Management

The biggest challenge I have faced in the year 2022 was working as an organisation, but it was definitely a learning and challenging year. In order to overcome my challenges:

1. I have learned to become more organized and planned
2. I have started to make

myself perfect by reviewing my day on a daily basis and self-evaluating myself.

3. Developing understanding of the recruitment process and freshers' mindset to attract the right and quality candidate to our organization.

## What methods has the organisation tried to reduce turnover?

1. Being more planned
2. Need-based training
3. Working with micro teams

4. Recruitment on Quality not quantity

## How does employee turnover affect the organization?



**Srijan Mohan**  
FMS Group

Like any business, ours is also affected by the number of people we have in our organization, or more so considering the continuous growth opportunity we offer to each individual associated with us. However, the attrition rate in our business is higher than in any other profile, given the fact that people usually prefer a desk job to a field job. But what they miss is the opportunity for fast growth and a chance to be their own boss by owning a

business.

Before we can discuss the impact of employee turnover on our business, we must first understand why it occurs. Some of the reasons usually cited by the employees are:

- Feeling burnt out and overworked
- Toxic workplace culture
- Family pressure
- Better opportunity
- Lack of work-life balance

Employee turnover has a greater impact on our organisation than any other company because teamwork is an important aspect of our business and team size usually defines our growth. If too many people from a team leave, it not only affects the mental state of the trainer and the team leader, but also impacts the owner and, thus, the entire location. This results in the following:

- Decreased productivity and lower sales turnout, as the number of people creating results would be less.
- Lack of excitement – since there will be fewer people,

the overall office environment will be dull.

- Lower company morale, as people will start to lose faith in the company and the opportunity it is offering.
- More employee turnover: since our business is more of a monkey-see-monkey-do, quitting will become an option for more and more people.
- Loss of company or brand image: As fewer people succeed in business, even new recruits may have difficulty believing the company. But there is always a solution to every situation. This too has a few:
  - Create an ideal work environment.
  - Work on people's mindsets

and look for the right fit while hiring.

- Consider employee feedback.
- Communication is the key.
- Inclusive management

The crux is that if you put your people first, they will always consider you a priority. Although it takes a lot of effort to create an environment that is employee centric, it yields great results for the organisation as it increases job satisfaction and helps with employee retention. As a result, identify and work on areas for improvement in your organization.

## What does a successful onboarding process look like?

A successful onboarding process is one in which the employer's purpose of hiring and the employee's purpose of searching for a job are both fulfilled. Employees must be introduced to the organisation and made aware of the roles and duties they are expected to perform in the future. And the employers must be aware of the expectations the employee has from this job and from other associates, as well as from the organisation as a whole.

A successful onboarding process has multiple phases.

- Interview

It begins when we shortlist candidates for interviews. During the preliminary screening, we try to figure out whether they are going to be the right fit for the company or not, which depends on different criteria, like their age, current location, work experience, availability to join immediately, etc. Then, at the time of the interview, the candidate's candidature

becomes clearer as we better understand the candidate's behavior.

- Orientation

The candidates who clear their interview rounds are then called for orientation, where they are explained in details about the company, about our organisational structure, and the opportunities they will have in the future. Also, they are told about the work ethics that we follow here along with the various systems.

- Training

By now, the candidates who are genuinely interested in growth and are comfortable with the company's work structure and ethics are the ones who continue in the organization. To them, the company must ensure that proper training is provided, both about the segment they'll be representing, and about the product they'll be dealing in. At the same time, they must envision what their next step will be, and

accordingly, the candidate must be trained to always eye the next step.

- Profitability

The primary motive for any individual to join a job is to earn money. And no employee will stay for a long time if they are not paid. Therefore, when imparting training, it must be ensured that the knowledge provided will help them earn and be profitable.

In any company, 5% of

employees who walk in for an interview do not join the company. 20% of those who join quit immediately, i.e., within 45 days of employment. This ratio is higher in our business given the nature of the work (field work). As a result, the goal should be to hire as many suitable candidates as possible so that those who remain after onboarding are able to stay with the company for a long time.

## Has the method for recruiting new candidates changed in the past few years? If so, how and why?

Yes, I've implemented a few changes to the company's recruitment process:

- I interview the candidates two days after dropping them an email.
- I ensure that I respond to every call and state the job description clearly.
- I have moved the interview timing from 11 a.m. to 2 p.m.
- After completion of the first round of interviews, I drop the mail and deal with calls for the second round before 5 p.m.
- If the interview candidate arrives before 10 a.m, I keep them engaged with our magazines, journals, etc.
- The candidates have to appear for both – a written

test as well as an aptitude test.

- Post these tests, I share a company PowerPoint presentation for orientation. This helps the candidates understand the growth structure of the company.
- I usually send out the joining emails the following day.
- On the date of joining, I give the candidates product training and send them off for observation with the trainers.
- Post the completion of the observation round, I collect feedback from the candidates about their experience and expectations.



**Manasa R Jaggari**  
Fortune Global Organisation

## How do you ensure the retention of new hires?

In order to improve the candidates' retention rates, some of the strategies I have adopted include:

1. Explaining the growth opportunities in the organization. Helping them understand the perks of joining the business and about job satisfaction.

2. Helping the candidates build trust with the organization. They need to know that you are there to

support them.

3. Building a good rapport with the candidates.

4. Giving the product training along with live examples.

5. Checking the participation of each and every candidate in the training.

6. Explaining clearly the 5 steps to closing a deal:

- Introduction
- Short Story
- Presentation

- Closing
- Rehash or Referral

7. Describing the five different types of customers.

8. Monitoring whether the guys are accountable or not.

9. Making sure that every candidate has a clear understanding of the entrepreneurship opportunity, leadership qualities, business handling skills, and management skills.

## What methods for recruiting new staff do you think the organisation uses most often? Have they changed in the past few years? If so, how and why?

In terms of recruitment, this year we are planning to hire interns from more colleges, as last year we tried with one college. In addition to this, we are using multiple portals for hiring. The sales of every BA is tracked on a daily basis, and recruitment is based on their performance. BAs set their own goals and track their own performance, which will give them an overall input for the monthly earnings.

Our organisation has been using the methods of mass email and job posting. They

have changed over the past few years because the mindset of the freshers has changed. As a company, we need to be more visible on social media. The review of the company has now become a priority for any candidates. The candidates check Instagram, their Facebook pages, and LinkedIn more before appearing for an interview.



**Komal Asawa**  
Caliber Organisation

## What are the things you'd like to do differently in 2023? How would it impact the overall team performance?

In 2023, our goal is to promote - 1 owner, 2 assistant owners, and 5 crew leaders.

We'll recruit more number of guys and pump up our sales. We plan to go on the field as

HR with BAs this year/month to help them overcome their shortcomings.

We are maintaining the trackers in such a way that helps every BA track their earnings every month, which

will help them improve their performance.

Our major goal is to make sure that every BA is earning a lot of money so that he/she lives a good lifestyle.

## What has been your biggest challenge with regards to recruitment and retention? What has been tried to improve the situation?

The biggest challenge that I faced was losing my newly hired BAs within a day or two. At my end, I was giving observations to trainers and leaders, but the retention rate was going down day by day. When we analysed the situation, we found that the primary reason behind it was that trainers were unable to convey future growth opportunities a person could get in this business. From the perspective of a newly hired candidate, it was merely a sales job. Management and everything else will be there, but for now, they had to work as salesmen. Another challenge was that newly hired candidates were unable to obtain profitable work on time, which led to self-doubt and ultimately the loss of the candidate.

In order to deal with this situation, we started conducting proper training sessions for our trainers and leaders. These training sessions included:

- Dealing with new recruits
- Points of conversation on the field regarding - work profiles, salaries, and growth opportunities
- Making people understand a marketing and sales profile
- Training sessions for trainers and leaders on a regular basis, as well as the timely profitability of new hires, aided us greatly in improving the situation.



**Riya Sharma**  
The Polaris Group

## How do you ensure the retention of new hires?

"Communication is the key!"

The best way to ensure retention of any newly hired candidate is communication. Proper and healthy communication between new recruits and their trainers and leaders is very important specially during the initial stages. When a person finds a platform to share their thoughts and ideas, they feel more involved and appreciated in that

environment. When we introduce newly hired candidates in morning meetings, the trainer makes sure that he/she is not left unattended at any point of time. Since I am the first point of contact for any candidate, there is a good relationship that I build with them. I enquire about their day, the problems they are facing, and if there is anything they are unable to share with the trainer or

owner. This instils confidence in the recruit, which ultimately aids retention. Apart from that, we involve them in group activities so that they can get involved with people in the organization. One more important factor in retaining any candidate is to make sure that they are profitable at the right time. If the candidate gets profitable too early or too late, there is a high chance of losing the candidate.

## How do you ensure the retention of new hires?

There are many ways in which we retain new hires. What I follow and what I majorly believe in:

1. Talking to the recruits about their work-life balance. Candidates nowadays seem to be so preoccupied with work that their personal lives suffer as a result.
2. Talking to them with regards to their future, growth, and how they plan to implement the same.
3. I keep track of their payouts on a weekly basis and then meet with them one-on-one to discuss how, why, and where they are

lacking. This also allows me to determine whether the growth graph is rising or falling.

4. Appreciating the employees where necessary and rewarding them from time to time is also very important.

5. Employee satisfaction is also very important. We strive to maintain high levels of employee engagement in our office by arranging different games, activities, workshops, and more on Saturdays to refresh people's minds.



**Vaishnavi Dhaygude**  
Cosmos Organisation

## What are the things you'd like to do differently in 2023? How would it impact the overall team performance?

1. Massive Recruitment: My goal is to take the location to 50 people by April'23. For the same reason, there will be a lot of changes that will be undertaken. Taking the

location to 50 employees will also positively impact the sales and the entire working of the organisation.

2. Training every trainer for retention. This will again help

in building the team faster.

3. Keeping the office more active in terms of employee engagement. This will help retain team members and their performance.

## What has been your biggest challenge with regards to recruitment and retention? What has been tried to improve the situation?

The pandemic aftermath brought about the biggest challenge related to recruitment – getting quality people to appear for interviews. Due to lockdowns and work-from-home opportunities provided by a lot of companies, a lot of candidates requested the work-from-home module and, were not ready to come walk-in for the interview and preferred telephonic rounds instead. We began by conducting preliminary online interviews for

candidates and gradually encouraging them to walk into the office for the next rounds. This helped us get the candidates to the office. Then we trained the selected candidates in the office and made them do tele calling for the first week. This helped them boost their confidence and understand the product and business better. The candidates either improved their calling skills or got bored with making calls and chose to go out on the field by themselves.



**Lydia Abraham**  
Empire Management

## What are your recruitment goals for tele-calling & face-to-face selling in 2023?

When you're building your hiring goals and a full-cycle recruitment plan, it is important to consider all the factors that could affect our ability to hire the correct candidates. The first thing we

need to ask ourselves is, "Do we have a recruitment strategy in place?" If not, you'll need to build one as the foundation of all your recruiting efforts.

My recruitment goals for 2023 is to hire 10 BAs for tele-calling and 15 BAs on the field.

## What methods for recruiting new staff do you think the organisation uses most often? Have they changed over the past few years? If so, how and why?



**Dhivya Sreedharan**  
Focus Management

1) External Recruitment Methods: Bringing in outside candidates can help infuse new ideas into a company. New hires offer a unique skill set and can be catalysts for out-of-the-box thinking.

- Direct Advertising: Placing job ads on your careers site, job boards, social media, and industry publications is an excellent way to find lots of applicants. It also gives exposure to your employer's brand and boosts your company's reputation. The downside is that external advertising can be very expensive. Also, if you don't target the placement of your ads well, you could attract unsuitable applicants or get too few applicants.

- Post internal job ads: This is an easy way to ensure that all staff know about new vacancies and have the chance to apply. If your organisation doesn't have an internal job board, consider creating one – it shows staff they have a clear path for growth within your company.

2) Internal Recruitment Methods: Recruiting internally has many obvious benefits - an internal candidate will already be very familiar with a company's culture, and offering new positions to internal candidates shows current employees that they

are valued. Internal recruiting is also time-efficient, with minimal delays in onboarding and training.

- Personal referrals: Most companies have some kind of personal referral programme in place. Referrals are a combination of internal and external recruitment. Existing staff are encouraged to refer people they know for vacancies. The value is that it's cost-effective and quick, and you can trust that employees won't refer unsuitable candidates. Also, the new hire will already know more about your organisation than an outside intern or apprentice.

- Offering internships and apprenticeships is an excellent way to get to know the strengths of individuals and can be considered a working interview. During the contact period, line and hiring managers can evaluate the potential to identify interns and apprentices who can be upskilled and developed to fill future roles. Future leaders have to start somewhere, and they will all be hired in entry-level positions to begin with. Well managed internship and apprenticeship programmes are fertile ground for recognising future talent and leaders.

Some new innovative recruitment methods used over the past few years include:

- Use non-traditional platforms: This is a great way to source candidates who may not be very active on other platforms like LinkedIn. For example, you can start with a broad search type (such as UX). Additionally, for hard-to-find technical candidates, you can search more specifically – by coding schools, for example.

- Organize your process: One often neglected element of the recruitment process is project management. With recruiters typically using a number of different methods and recruitment tools throughout the candidate life cycle, things can get messy pretty fast. When you incorporate a tool or method that manages your searches across all tools, you will notice an increase in recruiting productivity.

## In your opinion, how does employee turnover affect the organisation?

**1. Decreased Productivity:** Employee turnover can cause employee productivity rates to go down, which means that your business may fall short of its goals if employee turnover becomes an issue. If employee turnover is high, you'll likely need to spend more money on employee recruitment and replacement costs rather than focusing your efforts on increasing employee productivity.

**2. Recruitment Costs:** Turnover can increase recruitment costs, which will be a huge cost to one's business. It could mean having to hire and train new employees, become constant basis, paying them for exposure training for a longer time before they become as efficient as their experienced counterparts.

**3. Lower Company Morale:** One of the biggest issues that

businesses face due to employee turnover is low employee morale. When an employee leaves the company, it's important for those who remain to try and boost their own morale so that it doesn't spread like wildfire and cause additional employee turnover.

## What does a successful onboarding process look like?

Hiring new employees isn't only about getting them to sign their contract of employment. You need to bring them into your business, explain your company culture, and offer support. This limits the chance of any issues during their probation period.

You can also introduce them to your:

1. Company policies (such as your holidays).
2. Terms & Conditions of their employment
3. Routine duties & responsibilities
4. The location where they are required to work

The onboarding programme will likely include orientation, job-specific training, introductions, culture acclimation, and follow-ups.

### A SUCCESSFUL ONBOARDING PROCESS BEGINS WITH:

1. Providing the job offer by sending a welcome email and a welcome kit to the new guy before he or she starts
2. Offer acceptance
3. Documentation for the New Guys
4. Greeting them properly on the day of joining
5. Making them meet the company leaders in your

office, like other Owners, Assistant owners, Corporate trainers

6. First 6 days of training and other orientation.
7. 30 days performance check-up
8. 90-days performance check-up
9. 6 months review



**Sakshi Singh**  
Heights Incorporation

## What are your recruitment goals for face-to-face selling in 2023?

As we have entered a new decade with the year 2023, it's time to make a change in our recruitment approach and determine some SMART recruitment goals. Definition of S.M.A.R.T. Recruitment Goals

**S:** Specific - What are you trying to achieve?

**M:** Measurable - How will you know when you have achieved it?

**A:** Achievable - Is it genuinely probable to achieve it?

**R:** Reasonable - Is it genuinely probable to achieve it?

**T:** Time Based - Until when do you want to achieve it?

Smart Recruitment Goals for 2023:

1: Refine the quality of hire: To hire quality guys, you have to use interview screening questions to filter out your candidates.

2: Simplify your recruiting process, which should be properly planned.

3: Update your company website & social media platforms on a regular basis, which will increase the number of applications.

4: Look for freshmen whose applications match the job profile & who are staying nearby.

5: Increase recruitment efforts as we are expanding and have to hire more candidates.

6: Assist new hires to retain them and increase their success.

7: Update the job description on a regular basis. Don't use the same thing again and again.

8: Expand your network & learn from other companies as well, who are all doing good.

9: Our goal is to have 100 guys with at least 4 offices, adding 3 new offices and 3 more crew leaders this year.

## What has been your biggest challenge with regards to recruitment and retention? What has been tried to improve the situation?

The biggest challenge with regards to recruitment has been setting up more quality candidates for the interview process in a day and preparing them for the interview.

In order to improve the situation, we've taken certain measures:

1. We have planned our recruitment days on the first day of every month.

2. Everybody needs to take accountability for their work.

3. Undertake rigorous calling

4. Maintain good time management.

5. Monitor the work closely.

6. Proper follow-up



**Kanupriya Chauhan**  
Emporis Organisation

## How do you ensure retention of new hires?

When it comes to ensuring the retention of new hires –

1. Focus on hiring only quality guys.
2. Provide the candidates with a reason to show up to the office daily. It could be anything from the work

environment to growth, vision, or money.

3. Provide them with one-on-one training. This plays a huge part in retention.
4. Have a lively, motivating office environment conducive to work.

5. Every single hire should have the opportunity to meet and interact with their owners.

## In your opinion, how does employee turnover affect the organisation?

Employee turnover is natural in every organization, but it does affect the company in the areas of sales, training and development, recruitment, etc. As part of our company culture, we believe in training and

developing people, which requires the time, energy, and efforts of an individual, while the company goes for a toss. Moreover, if it is too recurring, it might be exhausting for everyone.



**Shivani Mahadik**  
Clive Incorporation

## What does a successful onboarding process look like?

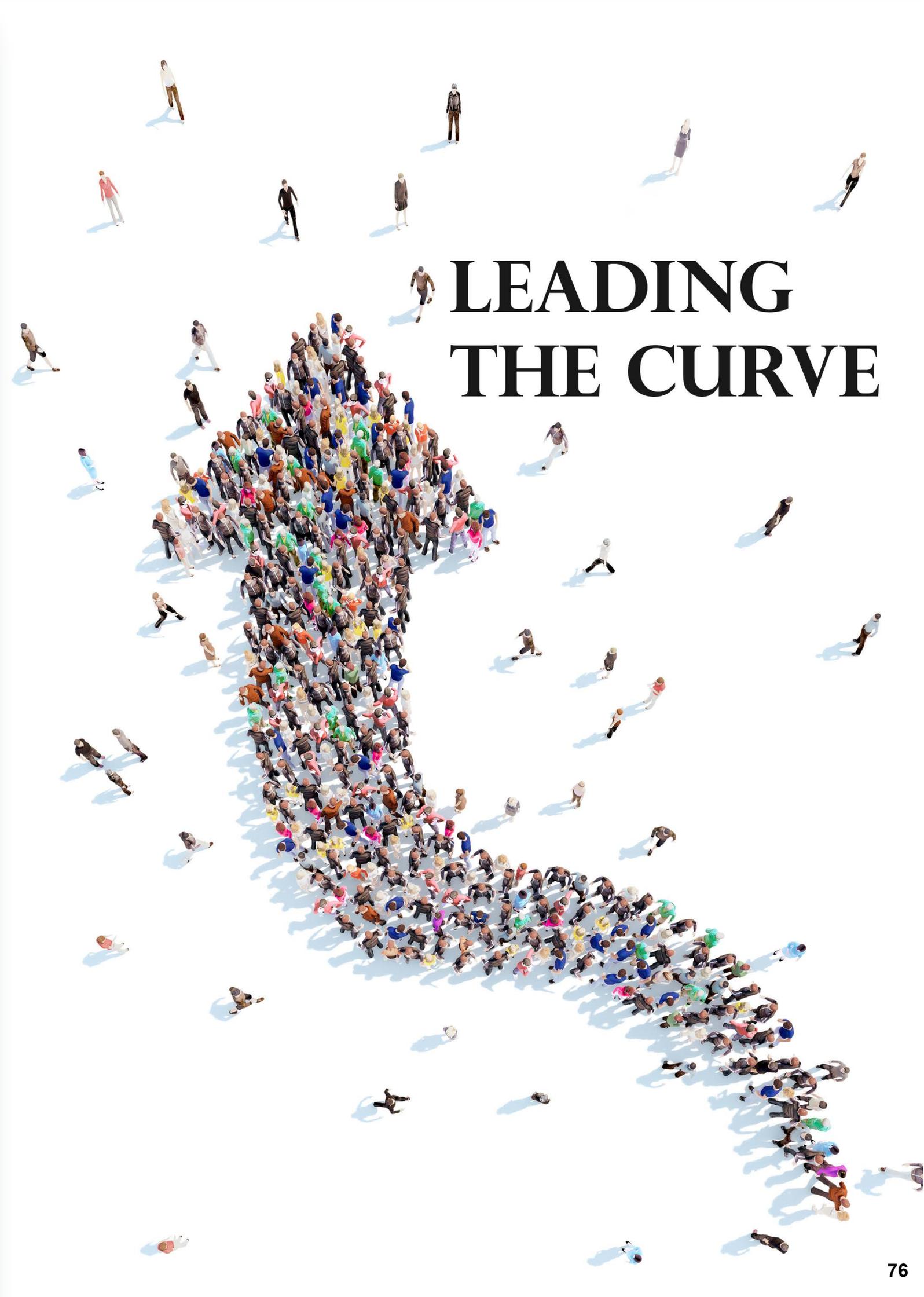
A successful onboarding process looks like a cakewalk, but in reality it requires a lot of planning. At the same time, we must be proactive, organized, and enthusiastic. The kind of mindset and energy we showcase during the entire interview process results in better retention. Depending on our company's requirements, we

have to plan our onboarding program, which includes job posting, using effective keywords, lining up more interviews, and following up on interview day. As a result, more qualified candidates will visit your office.

The goal is to make the new employee feel welcome and at ease so that they can

complete their work to the highest standard possible.

Focusing on your onboarding flow will help the business associates feel confident in their new role and be able to hit the ground running.



# LEADING THE CURVE



# CHARITY

Division

Month	Supports
July - 2022	100208
August - 2022	84992
September - 2022	83906
October - 2022	85352
November - 2022	89990
December - 2022	98769

## TOP PERFORMING OWNERS

Owner	Supports
Althaf A Potachola	37304
Dhandu Dinesh	25391
Saiprakash Kuckian	23888
Mayank Singh	23535
Vijay MK	18267

## TOP PERFORMING BA

City	BA	Owner	Supports
Chandigarh	Ayush Sharma	Sahil Gupta	2571
Baroda	Divita Pahwa	Ankit Waghela	2444
Cochin	Muhammad Moosa	N Sumithapriya	2388
Jaipur	Priya Haswani	Ridhima Pareek	2022
Pune	Swathi Bairy	Kavita Dumbre	1556

### TOP PERFORMING ASSISTANT OWNER

City	Assistant Owner	Owner	Supports
Chennai	Niketán Arvinth K	Sai Lakshmi V	6436

### Highlights of the Division

- The division reached approx. 876 scoring guys mark in Dec'2022. Currently, we have a headcount of 883.
- Total support raised for the quarter was 274111.
- The total funds raised was approx. 108 Million.
- Dec has achieved the highest number compared to Oct and Nov.
- We started with Global Cancer Concern India – One-Off in Oct'22 and Save The Children – RG in Dec'22.



# CREDIT

## Division

Month	BA	Sales
July - 2022	139	2582
August - 2022	149	2744
September - 2022	172	3343
October - 2022	188	2528
November - 2022	225	3605
December - 2022	292	4599

### TOP PERFORMING OWNERS

Owner Name	City	July	Aug	Sep	Oct	Nov	Dec
Ankit Sheth	Mumbai	282	323	508	378	383	431
Mayur Aher	Mumbai	255	401	505	320	360	412
Shweta Vrishty	Lucknow	183	344	404	298	417	507
Vaibhav Kumar	Lucknow	289	333	337	305	424	381
Harsh Vasant	Mumbai	192	227	323	269	317	361

### TOP PERFORMING BA

City	BA	Owner	Sales	Approved Cards
Mumbai	Abhishek Dabhi	Mayur Aher	423	380
Ahmedabad	Abhiyanshu Chauhan	Amarjeet Singh	517	215
Lucknow	Ankita Pal	Vaibhav Kumar	262	209
Lucknow	Shivam Mishra	Vaibhav Kumar	255	206
Mumbai	Harsh Jagda	Harsh Vasant	214	183

### TOP PERFORMING CREW LEADERS

City	Crew Leader	Owner	Sales	Approved Cards
Mumbai	Harsh Jagda	Harsh Vasant	932	682
Mumbai	Murtaza Bagidora	Ankit Sheth	929	682
Mumbai	Sakshi Jain	Ankit Sheth	820	606
Mumbai	Abhishek Dabhi	Mayur Aher	700	602
Mumbai	Vivek Singh	Mayur Aher	709	567

### TOP PERFORMING ASSISTANT OWNER

City	Assistant Owner	Owner	Sales	Approved Cards
Lucknow	Ankita Pal	Vaibhav Kumar	1062	837
Lucknow	Prashant Singh	Shweta Vrishty	991	755

### Highlights of the Division

- Credit division contributed 19009 Submissions in Q3 & Q4.
- Dec'22 had been the highest month with 4599 Submissions with 292 BAs.
- Quality was maintained at 10% across the division for the entire Q3 & Q4.
- The Overall Credit Division Approval stands at 79%.
- We had one Asst Owner Promotion – Ankita Pal from Lucknow in the month of Dec'22.
- We also had 1 Owner Promotion Mr. Prashant Singh from Shweta's Team Lucknow in the month of Dec'22.



# INSURANCE

## Division

### TOP PERFORMING OWNERS

Owner	Company	Total
Sandeep Jain	FMS Group	5232
Akula Gopi	Fortune Global Org.	4258
Umakanth Bemulgi	Lorven Org	3645

### TOP PERFORMING BA

City	BA Name	Owner Name	Sales
Pune	Kavya V	Bharat Ahire	325
Vijayawada	Yannani Mounika	G. Vinay Kumar	262
Warangal	Veedapu Ganesh	Umakanth Bemulgi	243
Delhi	Monu	Sandeep Jain	208
Hyderabad	Yerra Shyam Sunder R	K Pavani	195

### TOP PERFORMING CREW LEADERS

City	Crew Leader	Owner Name	Sales
Warangal	Ankam Kavya Sri	Umakanth Bemulgi	776
Hyderabad	Perugu Venkat Reddy	K Raghvendra Chary	733
Delhi	Kuldeepak Pandey	Sandeep Jain	693
Warangal	Guguloth Suresh	Umakanth Bemulgi	629
Hyderabad	Gandikota Narendra	K Pavani	608

### TOP PERFORMING ASSISTANT OWNERS

City	Assistant Owner	Owner Name	Sales
Vijayawada	P. Venkata Saileela	Vinay Kumar	1095
Hyderabad	Dornala Raj Kumar	Akula Gopi	987

### Highlights of the Division

- Q3 and Q4 has achieved the highest Policy issuance compared to Q1 and Q2.
- Total Policy issuance for the Q3 and Q4 was 27748.
- Quality was maintained at 3% across the division for the entire Q3 and Q4.
- Gopi organized a rally for his Organisation.
- Total of 176 codes added to the Division in Q3 and Q4.



# Google

## Division

### TOP PERFORMING OWNERS

Owner	No of Deals
Heany Pamnani	882
Rahul Koyalkar	670
Abhishek Verma	449

### TOP PERFORMING BA

City	BA	Owner	No of Deals
Hyderabad	Sreeja Kandikonda	Rahul Koyalkar	136
Pune	Manish Singh	Arjun Shirole	131
Hyderabad	Muniba Afaf	Rahul Koyalkar	129

### Highlights of the Division

- There have been 2 Owner Promotions in the Division.
- Division crossed 100 Gross BA in the month of August.
- Approx 200 NFC Cards were signed in the month of August and September each.

# EVERYTHING YOU WANT TO HEAR FROM THE MEN THEMSELVES!



“

The process of eventually discovering or finding a "breakthrough" solution may require reality-bending ideas. While many try to zoom in on a solution, zoom out to see the bigger picture, which makes the solution for the existing challenge or problem only one brick in the full building. This process enables you to identify what you are really looking for.

”  
- Tony Fernandez



“

The proof of quality lies in the business that we represent—25 years and counting. It's the standards we maintained throughout, which culminated in our getting better and stronger companies to work with, which in turn willingly let us represent their brands seamlessly. So pledge to quality & let quality define you, your work, & your brand!!!

”  
- Saiprakash Kuckian



“

Belief comes from action; belief comes from your past performance and belief also comes by looking at other people who are working in the business.

”  
- Kishore Tarachandani

2023



2022