

## Monthly Newsletter

Empowering you with information that matters

June 2024



### Knowledge Byte

#### Lost Sales Analysis

It is a business process used to identify, quantify, and understand the reasons behind missed sales opportunities.



Scan to know more



SCAN ME

### KEY PROJECT

How we helped a medical equipment & consumables manufacturing company that was grappling with stagnant sales

#### Intervention

- A detailed analysis of the product-wise consumption pattern of the customers was done
- Customer and product segmentation led to understanding the customer better and identifying their needs before they arise
- The underlying role of field sales was changed from order-taking to selling



Medical equipments

#### Outcome

Significant increase in productive visits, increased opportunity of cross-selling, cost-effective tour planning resulting in overall manpower cost reduction.



#### Business around the world

India-Japan Business Conference: Synergising Growth: Empowering SMEs through Indo-Japan Collaboration on July 17-18. This event aims to strengthen business ties between India and Japan, particularly focusing on small and medium enterprises (SMEs).

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