# **30-60-90 day Plan**

## **0-30 Day Plan**:

**Meet product team to understand the product:** To have an in-depth understanding of the Vodafone plans, it’s important to connect with sales team and enquire about the key features which can make an impact in the market and have complete insight.

**Meet and greet with store members:** It is important to know your team mates or reportee with whom you are working to understand their strength and weakness. It will help in aligning each resource according to task suitable to that particular individual and gain maximum efficiency.

**Join demos or sales calls to learn about the product:** Join live calls with team mates to understand conversation and incase any assistance is required then guide employees after calls or provide input necessary for further improvement for customer satisfaction

**Analyze the competitors and their strengths as well as weaknesses**: Analyzing our competitors in the same field of competition, tools and methodologies implemented by them, and their strength and weaknesses will help in setting up the Vodafone in the market place by removing already known defects or error from defined packages present in the market.

**Know the Vodafone position in the market verses the competition**: It is most important to know the exact position where Vodafone exactly stands in terms of popularity among the customers and its users against other competitor’s market capitalization and customer reach to have an idea about the competition and where Vodafone stand right now.

**Get familiarized with sales methodologies and process followed by the team**: This is most important part where as a store manager you should know sales methods or packages to know completely the process, sales team follows in a particular organization because he needs to follow the guidelines as per the company he will be a part of. Actually core of the process would be same in every organization; it’s the terminology and few tweaks in the process that differs.

**Spend time with the marketing team to understand how they function:** Along with your own team, it is important to know the functionality of the marketing and customer support team. How they do the product marketing, what all methods they use etc.

**Talk to customers to learn about the product**: You can interact with customers to understand customer mindset and his/ her exact need and also take feedback about the plans and what further improvement can be done in the product to make it more user friendly.

**Define team goals**: Clear goals need to be setup for each individual along with target % and performance assessment should be done based on defined goals and rating will be provided based on % of goals achieved by individual.

**Review Budget and gaps**: Regular review of budget allocated for each tasks should be reviewed and total expense should not exceed than that. Also, store manager should also ensure use of budget is in right direction by continuous evaluation0 on spending done in each quarter.

## **30-60 Day Plan:**

**Challenges for current packages in market:** By knowing the challenge related to current plans in the market and comparing them with Vodafone plans helps in deciding the Sales strategy for the team and features of Vodafone should be highlighted to customers and make them understand through campaigns, social media platforms that why opting for Vodafone in the best and most secure option for them in the market.

**Explore the features of the tools in Test environment:** We can run the system functionality in the test environment to check the exact and awesome feature like what all findings and vulnerabilities its able to find in the codes (backend), its security detection features (fraud detection), ability to differentiate between vulnerability and a finding etc. which will help in getting a clear picture of the Vodafone and will help in strategizing the sales plans.

**Hiring more staff:** Initial assessment need to be done for workload and based on work load, staff count needs to be increases if needed. New staff needs to be hired for efficient, smooth and timely completion of customer services

**Regular Team connect:** Store manager should connect with team members on regular basis (weekly) to have an update on work progress and what improvement can be through in the process to make it more users friendly and easy for internal staff to follow

**SOP circulation**: Defined standard operating procedure should be circulated with team to be followed by team for each issue or customer and handling to avoid any mistakes. It will help in achieving maximum result in minimum effort and time.

**CRM assessment**: Customer relationship management tool should be assessed from each process perspective and whether it capable of delivering defined results or Key performance indicators.

**Potential Prospects of Vodafone:** It is important to have an idea about the future prospects of Vodafone and sales strategy should run in accordance to market needs. Market keeps on changing every day, new tools or feature getting introduced daily and to be in the market, new enhancements should be incorporated to make Vodafone Product of present and future.

**Strategy for Vodafone sales follow up-** A clear cut strategy need to be defined in terms of sales follow- up’s that teams need to do in order to secure the sales from the customers who are and will be using our product and plans. A feedback should be taken from each customer to bring the scope of future improvement which can be made like how we can make it more secure and easy to use for the users.

**Tweak the strategies for improving the conversion rate:** Changes in the sales strategy is must to go hand and hand with the frequent product market changes. Increase in conversion rate of customers visiting store into sales can be achieved some minor changes which can boost the sales for Vodafone.

**Incentivize staff**: Reward and recognition needs to be introduced for employees to motivate them for giving their 100% input into their work. On achieving a particular milestone, employees can be rewarded on monetary method or some points can be provided that can be redeemed for buying things at particular stores or online websites.

## **60-90 Day Plan:**

**Strategy for deal closure with clients (Sales boost)**: Most of our client would be the people already using Vodafone plans or want to switch from other operator to Vodafone services. During the meeting, an impactful presentation of services offered by Vodafone should be pitched with all the features, solutions and how Vodafone product is different from other company packages. Perfect Pitch of the product helps in closing the deals and Sales team should able to reflect all the above mentioned minute details to the customers.

**Each Team member assessment:** Regular assessment of performance of each team members should be done in accordance with tasks assigned as per his/ her KPI. It will help in providing feedback based on assessment and based on that if improvement needed, can be done from employee side for better business or process performance.

**Monthly progress update to management**: Regular process updates based on defined KPIs (key performance indicator) should be shared with management wit achieved goals, improvement needed and ask from management. This will show a clear picture of your team management and what improvement you have brought in since you joined organization

**New or better tool suggestion:** You can suggest management to replace existing tools in case it is not able to meet regular BAU ( Business as usual) and other competitors already using advanced technology and tool. To be in competition, new technology or tools needs to be procured for better business functionality.

**Hiring plan:** A new hiring plan should be defined and introduce to management for budget allocation incase of new staff is needed to maintain workload. Clear justification should be provided to management interms of why new staff is needed and what value e /se will do In process.

**Vodafone Promotion**: This is the most critical parameters in today’s world in order to make the service or product famous worldwide. Vodafone services or new plans need to be promoted through social media platform like Facebook, Twitter and LinkedIn, through ads, through Tech promotional events etc.

**Ineffective Process replacement**: During initial assessment, if any process or workflow identified which is not doing any value add to process then same can be replaced with new or improved process workflow to bring better process result.

**New Service or feature Launch**: Launch of any product needs to be eventful and at a large scale which marks an impression and help in reaching out to large audience or user base. An event can be hosted for customers separately and invitation should be to celebrity person to make it attractive for people so that they can come in large numbers and store can encase that opportunity into increases sales or customer base.

**Product or service Feedback**: Feedback is the process of continuous improvement for a product or service. Regular feedbacks need to be taken to keep improving by adding new features or removing existing bugs or vulnerabilities.