

Scenarios depicting conversations with Clients and Potential Customer for “READYCODER”

-by Marketing and Sales Intern

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This discussion is based on the real talk with the Clients, where the scenarios are different but my goal is fix.

Scenario – 1 (With a business start-up friends/familiar contacts)

Sourjadip (myself) : Hi Vimal : How are you, we are meeting after a long time, I think after around 7-8 months

Vimal : Hello Sourjadip, yes you are right, we are meeting after long time.

Sourjadip (myself) : How is your start-up business going on. I hope it is going very well as you are not getting time to meet your friends.

Vimal : Business is going well with more customer but I am failing to manage it properly. I am facing staff shortage, indiscipline attitude in staff, lack of dedication and attention, etc , for which I can't handle the documentation part, customer are complaining and I have to run from pillar to post for the entire day, still can't manage the whole part. As I am so busy whole the day, I can't get time even for marketing. I am not getting time to spend with my family. I thought to install some software to manage all, but don't know, where to go and to whom to ask. It is very difficult to belief others.

Sourjadip (myself) : WOW!, I came to you in the right time

Vimal : What do you mean ?

Sourjadip (myself) : Actually, I am marketing guy for my company “ Readycoder”.

Vimal : “Readycoder”, How they can help us

Sourjadip (myself) : Yes, Our company will help you manage your business, improve your operation and as well as you can go for digital marketing and online platform. We provide customised software according to your business that guarantees convenience and ease of use. We will develop a website for you, help you in Ecommerce, will launch all types of digital marketing, mobile apps and branding of your LOGO in a new look.

Vimal : Are you sure

Sourjadip (myself) : Yes, leave your tension to me, we will take care entire thing for you, be relax and think about the expand of your business.

Vimal : Great, so further delay, start your working from today.

After few months:

Vimal : Hi Sourjadip, going for a trip with my family after a long time, thanks to you and your company “Readycoder”.

Scenario – 2 (Within a market competition with other company’s mistake or our company providing a better solution)

Sourjadip (myself) : Hi Satish : How are you, how is your professional life.

Satish : Hi Sourjadip, I am fine, but little worried in professional part.

Sourjadip (myself) : What happened.

Satish : You know I am working as IT professional in our company and we have a third party Business Developer for online platform. They are not responding well and in proper time, which is affecting our Business goals. They don’t respond on nights, holidays and we miss our business. My management is blaming me for this, as I was mainly involved during finalisation of this Third Party. I am always at an embarrassing position when they fail to perform. I don’t know what to do.

Sourjadip (myself) : Be relax, I and my working for whom I am working is with you.

Satish : What do you mean ?

Sourjadip (myself) : You know I am a marketing guy and our company “Readycoder” which provides the similar service in effective manner and more professionally. We provide customised product, ease to use, trustworthy and technical support for 24X7. We guarantees ease of use anytime and anywhere.

Satish : May be very expensive.

Sourjadip (myself) : I can assure you the best price in the market.

Satish : Thank you, today I will talk to my management and finalize the deal with “Readycoder”.

Scenario – 3 (With a company already in business)

Sourjadip (myself) : Good morning madam, I have an appointment with your MD Mr Srivastava at 10:30 am.

Madam : Just have a seat, I will let you, when he is free to meet you.

Sourjadip (myself) : Thank you

Madam : You can go now. Go straight and turn right, You will find his room on the left side.

Sourjadip (myself) : Thank you

Sourjadip (myself) : Good morning sir, Can I came in.

Mr Srivastava : Yes, please and take your seat. I don't have much time, so please explain quickly.

Sourjadip (myself) : Yes sir, Good morning, I will not take much of your time. I will explain about my company "ReadyCoder" and why it is widely accepted by the Clients in a very short span of Business time. Kindly go through our website, we provide online services from Web development to ecommerce, exclusive Logo design, brand style, web programming, mobile apps and many more functions as per Business needs.

Mr Srivastava : Yes, but we have already taken the service from a much bigger company than you. Why to go for "Readycoder".

Sourjadip (myself) : Sir, I knew it. But what I want to say that we provide flexibility and customised product. The bigger company has given you the service on their fix designed software, where you have to get aligned or you have to make your business alignment as per the software requirement. As they are big they have not customised their product according to your need. But we believe in understanding your need, your business goals and accordingly we work on the products. We always keep customer first and provide service which is of convenience to use and accessible for all. So our service/product is different from simple Company to Client. Further, our technical support team takes personal care to understand your problem and provide solution as per your requirement. You don't have to book a call on Customer Care and book an appointment for hearing your problem like in the Bigger Company. Finally, our charges will be lesser than the bigger company, which will further add few amount of profit to your company with much more better service.

Mr Srivastava: It is excellent, I have not thought like this. It is really a good proposal and I promised you within a very short time, we will finalise deal with "Readycoder". Meanwhile, let's have a coffee together for a new journey ahead.

Scenario – 4(With a new entrepreneur/student wanting to start a start-up)

Sourjadip (myself) : Hi Vedant : How are you. Your final exam is coming shortly. So what is your plan ahead.

Vedant : Hi Sourjadip, yes I am preparing for the final exam. But I have to seriously think of life ahead, maybe I will start something of my mine

Sourjadip (myself) : Great, I have a suggestion for you. For start-up you will required a strong IT support to develop your Business.

Vedant : You are right, I am searching for a company who can provide me the service and help me on the same.

Sourjadip (myself) : Why you are not start with "Readycoder" . I am already associated with them, They will provide complete solution to develop your Business including web

development, Branding, Digital Marketing, E-commerce and other Custom made service which will make ease of your Business process and make you success in future.

Vedant : Thank you Sourjadip, you have significantly reduced my worry. Please forward me the details of Readycoder to register myself and look ahead at my future.