

Topic	Enterprise Sales Planning		Responsible Department	Dependencies	Task Start Date	Task End Date	Milestones/ End Goal	Metrics to be measured	Benchmark
	Task	Sub-Task							
Lead Generation	Contact Top 100 Indian Brands	Lead Generation	Marketing	1. Good name in market about the company and success story 2. Feedback of the Existing Customer 3. Interest of the Client	25-03-2019	05-04-2019	Need to Target atleast 500 Brands Leads for a month	1. Lead Generation Process 2. The quality of Leads 3. No of response	Minimum 200 needs to give in a month
		Contact via phone	Sales	1. If they answer 2. Phone Switched off 3. Phone not reachable	25-03-2019	10-04-2019	Need to get the contact details first and then should reach maximum Brands ecommerce head	1. How many response we are getting 2. The Analysis of not getting response	100 Successful Calls
Eligible Account Qualification Criteria for Funnel Development	Qualify the leads	Check background of the lead and business. Selling online or not	Sales	1. Not Selling Online 2. Not doing business now 3. Not Interested for B2C 4. Only Retail in India	10-04-2019	15-04-2019	Need to qualify all the contacted leada and should get atleast 50% of total qualified leads.	1. Quality of the leads 2. How many Brands 3. How many SME's	60 Qualified Leads
		Restricted Category or not	Sales	1. Category will not allow for International Selling 2. Shipping	10-04-2019	15-04-2019	Remove all the Restricted Category list	1. How many restricted category Brands approached	
Marketing	Send Emailers	Identify their needs and accordingly send the email with information which give confidence and motivate them to Sign up	Marketing		05-04-2019	15-04-2019	Customer should get 1st welcome email and then cadence email should engage the customer more for better conversion.	Marketing Team Needs to set	Marketing Team Needs to set
		Cadence emailers to warm up the leads	Marketing	Cadence needs to work properly	05-04-2019	Once the customer get onboard			
First Response Time	Decrease the First Response time	First send an email	Sales		05-04-2019	15-04-2019	first response time should decrease	1. within 1 Hour Response 2. Within 24 Hr Response	
		Follow up by email or call	Sales	1. Not Answered 2. Want to do later	05-10-04-2019	15-04-2019			
Presentation	Give a brief presentation to the client about who we are, what we are offering, what is our Software and what other tools we can provide	Prsentation about the company	Sales		15-04-2019	30-04-2019		1. Feedback from Client about the presentation and the whole idea or the operation process we are gonna do for them or service we are gonna give them	
		Success Stories	Sales	1. If there is no success story then won't be able to convince	15-04-2019	30-04-2019	Succes story should be convincing		
Stage One Opportunity Creation (Webinars)	Demo	Schedule demo as per their need	Sales & MTT	1. Client and MMT free time to conduct the same	15-04-2019	05-05-2019	Need to give demo of our platform to the customer atleast 1 per day	How many registered for Webinar	40
Stage Two Opportunity Creation (Uploading the Documents)	KYC and Profile filling	Upload the KYC	Client	1. Depends upon Clients	15-04-2019	05-05-2019		Whether client uploaded all the docs within time period or not	
		Fill the Profile	Client	1. Depends upon Clients	15-04-2019	05-05-2019		SAME	
Follow Up Meeting	Meeting in Person	Schedule the meeting at his/her place or at Eunimart office	Sales	Depend on client what they want, Whether Meeting in Person or Over Skype	05-05-2019	06-05-2019			
		Make travel plan and costing	Sales		07-05-2019	07-05-2019			
		Get approved by the concern Manager	VP Sales		08-05-2019	08-05-2019			
		Tickets need to be done	Accounts		08-05-2019	08-05-2019			
		Hotel Accomodation etc	Accounts		08-05-2019	08-05-2019			
	Meeting over Skype	Discuss client's need	Sales		08-05-2019	08-05-2019			
		Note down the requirements	Sales		15-05-2019	15-05-2019			
		Discuss with the management	Sales & Management		15-05-2019	15-05-2019			
		Give feedback to the Client	Sales		16-05-2019	17-05-2019			
Turnkey project	Deliver the Software or Solutions	Provide the solutions or handover of the custom built software	Tech team	Management Team and IT decision depends upon capacity	17-05-2019	30-05-2019	Need to deliver the best product as per client requirement	1. How much time tech team is gonna take to finish up the project	Depends upon the project
Deal	Close the deal	Send Cost Estimation	Sales		05-06-2019	05-06-2019			
		Negotiation	Sales		08-06-2019	09-06-2019			
		Closure	Sales	1. They Can delay the process	10-06-2019	15-06-2019	2 Brand need to close within 2 months	1. Response Rate 2. Service or Product Market Acceptance rate	1 Brand need to close in 2 months
DISCLAIMER: All the proposed dates are subjected to change depends upon the response from the Customers and operation process.									