From: Chandrakant Kejriwal <[chandrakant@chandranchal.com](mailto:chandrakant@chandranchal.com)>  
To: "'Extension Technologies'"<[hello@extensionerp.com](mailto:hello@extensionerp.com)>  
Cc: "'Mahesh Chandgothia'"<[mahesh.chandgothia@chandranchal.com](mailto:mahesh.chandgothia@chandranchal.com)>  
Date: Mon, 05 Oct 2020 08:29:45 +0530  
Subject: RE: Requirement Gathering  
============ Forwarded message ============

Hi

With base to the demo on Saturday we are giving details as discussed-

1. Your business process ?
2. Given below

b) Sales process (life-cycle of a lead, how is the lead generated, what activities are                       performed on the lead, who all perform these activities) ? –

the sales process is as follows-

1. 90% business is repeat business so we need to be in touch with the client regularly and do recall with them.
2. The customer takes rates for tender from us- the tender team is separate of the customer and then they bid for the tender.
3. Once receipt of tender is confirmed to them- they float us the enquiry- many times we come direct to this enquiry stage itself. We deal in 4-6 product baskets and many times it happens customer only gives us BOQ of 1 basket and we need to talk to them to get the balance BOQ.
4. After quote we negotiate and close the order.

Enquiry is received from whats up, email and call.

We do bulk emailing from mail chimp and that also generates enquiry, website form does a little and now we are starting google add wrods and other online process.

c) Main challenges you currently face ? – poor followup for offers given and in touch with only who is in touch with us. We have a customer data base of more than 10000 customers but we are giving material to only 100 lets say. So a better data analysis of customer with what we did with whom at one place to ensure we touch each customer in 1 month atleast.

d) Main goals you wish to accomplish using this application?- automate the repeated task and able to make sales work faster and with a clearer understanding of what we are doing and result we getting against the same.

e) Number of users who would need to access to this application? – 15

if we need to explain any further then please advise and will revert.

Regards

Chandrakant Kejriwal

**From:** Extension Technologies <[hello@extensionerp.com](mailto:hello@extensionerp.com)>  
**Sent:** 03 October 2020 18:50  
**To:** [chandrakant@chandranchal.com](mailto:chandrakant@chandranchal.com)  
**Subject:** Requirement Gathering

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