

SCICO™ – Helping Entrepreneurs Build New Businesses

Having worked with start-ups, I have found that there is one thing that is constant in most of them especially the ones who struggle. That constant is Sales. New businesses are extremely intoxicated with sales, and this becomes a nightmare for the people who work with them. As a result, these resources are always looking for change. The questions that remains unanswered is the why the sales numbers are low. Most of the new ventures are unable to figure out why is the product not selling when they are doing everything correct. This makes a lot of start-ups restless.

Sharp Consulting and Implementing Company (SCICO™) says – 'Any company that looks into just building sales might fall easier.' SCICO™ also says – 'The few companies for whom building the customer is more important than number have higher chances of winning.' Building the customer is the game. When you have him on your side, rest will follow. Look at the image below:



Let's compliment it with some examples:

Company A

Focuses on sales. Tracks sales every day. Sales every day is 10 units. Monthly is 300 units. Yearly approximately 3600 units. Suddenly market forces change. Sales decrease and keep on declining. The panic button goes on and with it starts the blame game.

Typical Companies – Those that work by giving huge discounts; depended solely on push sales; work on only one mantra: target versus achievement; incentivising sales; working in high pressure environment.

Company B

Focuses on customer. Tracks every day sales and backs this statistics with customer data. The core idea is not to just sell but create awareness about the product in the mind of the customer. Sales will follow. Market dynamics change. Sales are hit but customer loyalty remains. Eventually sales pick up. The company benefits in other ways as well. Because they have worked on acquiring customers whenever a new product is launched the effort required to boost sales is much less.

Customer Arun = Buys green tea of a particular brand X.

Brand launches new range = Customer A who is already loyal buys the new range. Addition of new ranges increases sales, with lesser or no effort.

Typical Companies – Those that maintain margins sell strategically and are less dependent on discounts. Rather than focusing on sale, they focus on hearing the needs of the consumers and address them, winning over their trust. Mantra is **building the business, sales will follow.**

Profit through sales is the ultimate objective but the approach that you take to build up the business is what counts. The new age millennial thinks that it is smart work that yields results. May be it will for a short time but ultimately, in the long run, the people who will make it are not those who work smart but, instead, those who work hard and are dedicated towards a goal. Such people will definitely reach their goals even if it takes a bit longer. I have always believed that you have to slog it out to build a business where as sales can be built by anyone. Vijay Sokhi is the founder director of SCICO™. Over the past, he has learnt the art of building brands. As a consultant he helps companies venturing into the new business.

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* "Republishing the corrected article as earlier was published with some errors by publisher."