

SME CONSULTING

# FRAMEWORKS

Digitization | Data Transformation | Social Transformation

[www.datadecisions.in](http://www.datadecisions.in)

## DIGITIZATION

51 Frameworks



# S A L E S

1. **Sales forecasting**
2. **Sales targets mapping to Sales exe**
3. **Distribution channel finalization**
4. **Pricing strategy or revision**
5. **Identifying repeat business opportunities**
6. **Last 5 years Sales analysis**
7. **Incentives setup & revision**
8. **Discounts & Allowance strategy**
9. **Business/Deal pipelines**
10. **Conversion ratio of Sales Calls**
11. **Avg. Ticket Size**
12. **Lead Management System with analytics**
13. **Daily sales report structure**
14. **Sales Reviews dashboards quarterly**
15. **Addressing staff over structural changes**
16. **Loyalty program for customers/distributors**
17. **Sales & team structure**
18. **Monthly Sales Training via VC**
19. **Post-sales service ideas**
20. **Complaint resolution TAT definition**
21. **Caller team set up and tracking thru analytics**
22. **Customer feedback documentation & action**
23. **Daily DSR follow up and frequent policy audits**
24. **Sales team guiding over Calls/Watsapp**
25. **Strategy for attracting & retaining customers**

## FINANCE

- 26. Cash in Cash out monthly
- 27. Profit/Loss statement in plain formats
- 28. Accounts receivable report
- 29. Accounts Payable report
- 30. Purchase vs sales report
- 31. Accounts receivable tracking



We offer most cost effective tools for SME

## HUMAN RESOURCES

- 32. Time & Attendance policy
- 33. Leave policy
- 34. Internal Branding
- 35. Daily work assigner for employees
- 36. Re-imbusement policy
- 37. Organizational Chart (Hierarchy wise)
- 38. Festival bonus policy
- 39. Recruitment assistance
- 40. Screening of candidates over VC.
- 41. Sourcing resumes from Paid Social media
- 42. Depts & Designations assigning
- 43. Employee file maintenance
- 44. Exit Policy
- 45. Pandemic policy



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## INVENTORY

Strategies involving

- 46. Top products sales analytics
- 47. Slow moving inventory sellout
- 48. Avg inventory out -Weekly/Monthly
- 49. Moving average metrics
- 50. Diversification into new domain
- 51. Revenue from top products comparison PY



DDS acts like a silent business partner of your's

# DATA TRANSFORMATION

37 Frameworks

## SALES

- 52. Avg daily sales call
- 53. Sales conversion Rates
- 54. 80/20 sales rule
- 55. No of orders comprising 80/20 rule
- 56. TOP 10 performing products revenue wise.
- 57. TOP 10 performing products order wise
- 58. TOP performing areas (Revenue/Order)
- 59. ROLLING/Moving average for Sales calls
- 60. ROLLING/Moving average for revenue
- 61. Sales Last week,  
Last three days,  
Last month till same day/date

You wont need any erp after using our solutions

## DATA TRANS...

37 Frameworks

## PRODUCT PERFORM

- 62. Rolling average of moving products
- 63. Total units sold till now  
(Last Year-This week-last week)
- 64. City/Area wise units sold  
(Last Year-This week-last week)
- 65. City/Area wise product spread (Last Year-This week-last week)
- 66. Units sold due to a specific type (Last Year-This week-last week)
- 67. Relationship with Units sold and billed q  
(Yearly/Monthly/Quarterly/Weekly)

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## I N V E N T O R Y

- 68. Total no of bills
- 69. No of bills greater than 90 days
- 70. Total receivable amount
- 71. Total receivable amount  
>30 days > 60 Days >90 days
- 72. Proportionate payables from a single customer
- 73. TOP 10 receivable customers
- 74. Relationship bw A/Cs Recvble/payables
- 75. %age of Outstanding amount day wise
- 76. Customer List with current dues
- 77. Total payable amount vendor wise

**LEAD  
SYS**

- 78. New leads generated on visits
- 79. Lead status
- 80. Lead Funnel
- 81. New business: No of orders
- 82. New business: Revenue wise
- 83. Existing business: No of orders
- 84. Existing business: Revenue wise
- 85. Sales manager/executive performance
- 86. Sales manager target achievement

Amazon/Google uses similar solutions today offered by us

**EXPENSE  
ANALYTICS**

- 87. Expense ratio
- 88. Expense bifurcation category wise



Org dashboard created for our client

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- 89. Branding campaigns
- 90. Paid campaigns
- 91. Conversion campaigns
- 92. Lead Generation camp
- 93. Re-Marketing camp
- 94. Database\* camp
- 95. Linkedn & Twitter ads

\*Database to be provided by clients only

SEO



- 96. Website SEO audit
- 97. Backlinks - 15
- 98. Content optimization
- 99. Keyword research
- 100. Competitor analysis
- 101. SEO applications
- 102. SEO suggestions
  
- 103. Google Adwords
- 104. Remarketing camp
- 105. Business mapping

All suggestions are implemented through your website developer

WHY  
US?

### Why Consulting services?

- SME cant hire corporate & skilled employees with FAT salary packages
- SME gets an advisor whom he can discuss all their business related problems
- Major cost cutting in software usage due to proven approach offered.
- Consultant has cross-functional exposure & can look up for solution even if he doesnt belong to your business
- Major relief for 3rd generation of young entrepreneurs who face diverse issues.
- SME has issues understanding 21st century digital products. Comes handy through consulting.
- New product launch becomes easy
- Market researched methods
- SME who hired consulting services , had been using the same for years now, as high as 7yrs

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## Data DecisionS



LETS SHAKE HANDS  
TO DELIVER YOU WITH  
POWER OF DATA & ANALYTICS

CALL US  
TODAY

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