

SKYCON

MARKET SURVEY REPORT

SUCCESS STRATEGY

1

QUALITY CONTROL MANAGER

A QUALITY CONTROL MANAGER MUST BE APPOINTED & CHECKED & SHOULD BE UPDATED IN THE WEBSITE.



2

CUSTOMER RELATIONSHIP MANAGER

A CUSTOMER RELATIONSHIP MANAGER MUST BE APPOINTED & THERE SHOULD BE A 365 DAYS INTERACTION WITH CUSTOMERS.



3

ON - TIME PRODUCT DELIVERY

MUST ENSURE THAT PRODUCTS ARE DELIVERED ON TIME & CAN PROVIDE A SEPARATE ONLINE PORTAL FOR DELIVERY TRACKING TO ALL CUSTOMERS.



4

DEDICATED SALES TEAM

THERE SHOULD BE A DEDICATED SALES TEAM TO INTERACT FREQUENTLY WITH CUSTOMERS FOR SALES CONNECT & CONVERSION.



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SEPARATE CALLER TEAM

THERE MUST BE A DEDICATED CALLER TEAM FOR REGULAR & CONSISTENT ORDER FOLLOWUPS & REVIEWS OF CUSTOMERS.



6

STRONG WEBSITE

MUST HAVE STRONG & EXCELLENT WEBSITE FOR EASIER BUSINESS CONNECT.



7

EXCELLENT FACEBOOK PROMOTION

MUST DO EXCELLENT FACEBOOK PROMOTION CONTAINING SALES CONNECTIVE DESIGNS & WITH ALL PRODUCT DETAILS.



8

EXCELLENT YOUTUBE PROMOTION

THERE SHOULD BE A DEDICATED YOUTUBE TEAM & PROMOTION WITH PRODUCT WISE DEMO , TECHNICAL AWARENESS , ETC.



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CREATIVE WHATSAPP PROMOTION

WHATSAPP PROMOTION MUST BE DONE IN A CREATIVE WAY WITH EXCELLENT SALES CONNECTIVE DESIGNS FOR REGULAR CIRCULATION.



10

STRONG CUSTOMER CATEGORISATION

CATEGORISATION OF CUSTOMERS UNDER A PROPER SLAB IS VERY IMPORTANT.



11

HAPPY CUSTOMER CONNECT

RESOLVING THE ISSUES WITH CLIENTS AS SOON AS POSSIBLE ; COULD HELP IN MAINTAINING A HAPPY CUSTOMER CONNECT. RATINGS & FEEDBACK FROM THEM MUST BE UPDATED IN THE WEBSITE.



12

ANALYSE THE ERRORS IN PRODUCTION

ANALYSE THE ERRORS IN PRODUCTION & DELIVERY PROCESS & TAKE NECESSARY ACTIONS TO IMPROVISE THE SALES.



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SUCCESS REPORTS

MAINTAIN SUCCESS REPORTS & EXCELLENT DETAILED CASE STUDIES OF PAST WORKS ; SO THAT CAN ARRIVE IN LARGE SCALE ORDERS & BIGGER CLIENTS.



14

EXCELLENT PHOTOS & VIDEOS

PROPER PROFESSIONAL PHOTOS & VIDEOS MUST BE TAKEN FROM THE WORKING & FINISHED SITES FOR PROMOTION.



15

CONSISTENT CUSTOMER FOLLOW

REGULAR & CONSISTENT FOLLOW UP OF CUSTOMERS IS VERY IMPORTANT FOR QUICKER SALES CONVERSION.



16

SPECIAL OFFERINGS & DISCOUNTS

SPECIAL OFFERINGS & DISCOUNTS CAN BE PROVIDED FOR MASONS & SITE ENGINEERS FOR CONSISTENT BUYING.



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17 DEDICATED COMPLAINT RECEIVING & SOLVING TEAM

DEDICATED COMPLAINT RECEIVING & QUERY SOLVING TEAM MUST BE THERE FOR RAPID RESPONSE & QUICKER CONVERSION.



18 REGULAR CUSTOMER FEEDBACK

CONSISTENT REGULAR REVIEWS FROM CUSTOMERS FOR BETTER WAY OF BUSINESS PROGRESSION.



19 NETWORK BRANCH

ELABORATION OF NEW ADMIN OFFICE BRANCHES IN ZONE WISE FOR EASIER CONNECT.



20 CUSTOMER VALUE

VALUEING EACH & EVERY CUSTOMER IS IMPORTANT.



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EXCLUSIVE DESIGNS

REGULARISING WEEKLY NEW
DESIGNS FOR PROMOTION.



22

FOCUS ON NEW CUSTOMERS

CONCENTRATE MORE ON NEW
CUSTOMERS TO ENLARGE BUSINESS
OPPORTUNITIES.



23

OFFICIAL WHATSAPP CHANNEL

THERE MUST BE A OFFICIAL
WHATSAPP CHANNEL FOR
BUSINESS PROMOTION.



24

SEPARATE WHATSAPP COMMUNITY

SEPARATE WHATSAPP COMMUNITY
CONNECTIVITY FOR BUSINESS
ENLARGEMENT & NEW OPPORTUNITIES.



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25 **ONLINE DELIVERY TRACKING PORTEL**

CREATE AN ONLINE DELIVERY TRACKING PORTEL TO AVOID CHAOS.



26 **BRANCHING NEW ADMIN OFFICE**

SETTING UP NEW ADMIN OFFICES IN HIGH REQUIREMENT ZONE.



27 **PRICE REDUCTION FOR SPECIFIC BUYERS**

DO GIVE SPECIAL OFFERS FOR SELECTED CUSTOMERS & BULK ORDERS.



28 **FLEXIBILITY**

NEED TO MAINTAIN FLEXIBILITY IN HANDLING CUSTOMERS & IT IS VERY IMPORTANT.



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SUPERIOR CHECK

SUPERIORS HAVE TO CHECK WITH THE MANAGERS ABOUT THE PROGRESSION FOR BULK ORDERS & ELITE CUSTOMERS.



30

EXCELLENT PRODUCTION VIDEOS

HAVE TO MAKE EXCELLENT PRODUCTION VIDEOS EXCLUSIVELY FOR ALL PRODUCTS TO BUILD PRODUCT TRUST AMONG THE CONSUMERS.



31

DELIVERY GUARANTEE

MUST PROVIDE A PROMISING DELIVERY GUARANTEE FOR CUSTOMER SATISFACTION.



32

NEW PRODUCT IMPLEMENTATION

ADAPTING FOR EXCLUSIVE CUSTOMER REQUIREMENT PRODUCTS LIKE ROUGH STONE & FLYASH BRICKS.



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33 REFERRAL DISCOUNTS

CAN PROVIDE REFERRAL DISCOUNTS TO BUILD CHAIN LINK FOR ENORMOUS BUSINESS CONNECT.



34 CUSTOMER MEETUP

A PERIODICAL CUSTOMER GETOGETHER HAVE TO BE CONDUCTED REGULARLY FOR KNOWING YOUR CUSTOMER NEEDS & QUERIES.



35 TELEGRAM BOT

NEED TO IMPLEMENT A TELEGRAM BOT FOR INSTANT ORDER & PRICE RELATED ENQUIRY.



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36 **STRONG CUSTOMER SERVICE**

MUST PROVIDE & FOCUS ON A STRONG CUSTOMER SERVICE & IT SHOULD BE THE UTMOST PRIORITY.



37 **ANNUAL MEET**

ANNUAL MEET WITH BUILDERS , ARCHITECTS & ENGINEERS FOR POTENTIAL NETWORKING & BUSINESS CONNECT MUST BE IMPLEMENTED.



38 **COMMERCIAL PROJECTS**

HAVE TO INCREASE MORE OF COMMERCIAL PROJECTS TO ARRIVE IN HUGE SCALE BUSINESS.





M.RAJ GANESH

Managing Director

Mobile : +91 99622 53522

Ph : 044 35688396

Email : rajganesh@minesservices.com

 www.facebook.com/mines.services.IEMS/

 www.youtube.com/watch?v=6hxD9JJIBYI&t=26s

 www.minesservices.com

**Door No: 10-27, 2nd Floor, Jagannatha Nagar 1st Main Road,
Opp-Madhu Eye Clinic, Jagannatha Nagar, Arumbakkam,
Chennai - 600106, TamilNadu.
Land Mark-Jainagar Park Road,
Opp-Koyambedu Bus Stand.**