

More leads is not always the **answer**.

Most founders who want more sales ask for more enquiries. The faster and cheaper way is to lose fewer of the enquiries you already get.

FIRST, ONE SIMPLE IDEA: YOUR CONVERSION RATE

Out of every 100 enquiries, how many become paying customers?

If 10 out of 100 buy, your conversion rate is 10%.

You want 100 new customers. How many enquiries do you need?

IT DEPENDS ONLY ON HOW MANY OUT OF 100 BUY

5 in 100 buy		2,000 enquiries
10 in 100 buy		1,000 enquiries
15 in 100 buy		667 enquiries
20 in 100 buy		500 enquiries
25 in 100 buy		400 enquiries

WHAT THIS MEANS FOR YOU

Say 10 out of 100 enquiries buy from you today. You fix one weak step, and now 15 buy.

**For the same 100 customers, you need 333 fewer enquiries.
Same team. Same marketing budget.**

Every sale goes through the same steps. At each step, some people drop out.

Here are the five places it happens most often, in almost every business. Read them and ask: which one sounds like us?

THE STEP	WHAT USUALLY GOES WRONG	WHAT YOU CAN DO
STEP 1 An enquiry comes in. Is it a real buyer?	Many enquiries come from people who were never going to buy. Your team spends time on them anyway.	Write down who is a good fit and who isn't. Share it with whoever brings you leads, so they bring better ones.
STEP 2 A good buyer. Do you get a meeting?	Nobody calls back quickly. The buyer talks to a competitor first. Or the meeting is fixed, but they don't turn up.	Call every good enquiry the same day. Confirm every meeting one day before.
STEP 3 You sent a quote. Do they say yes?	The buyer sees the price or payment terms for the first time in the quote, and goes quiet.	Talk about price range and terms in the meeting, before you send the quote. No surprises.
STEP 4 They said yes. Does the work actually start?	The order is stuck waiting for a PO, an advance payment or documents. Weeks pass. The buyer cools off.	Tell the buyer what you'll need before they say yes. Collect it at the time of closing, not after.
STEP 5 A deal is cancelled. What replaces it?	A confirmed deal falls through. There's nothing ready to take its place, so the month's target is missed.	Always keep a few backup deals moving. The day one drops, start working the next.

THE SIMPLE RULE

Find the step where you lose the most people. Fix that one first. Then move to the next.

THE PROBLEM

You can't see which step is worst unless you count.

Most founders have never put these numbers side by side. The next page helps you do it.

YOUR NUMBERS

Fill this in. It takes about 10 minutes.

1. Click a box and type

2. Save the file

3. Email it to mmr@thedico.in

Rough numbers are fine. Don't know one? Leave it blank. That tells us something too.

PART A / WHAT ARE YOU AIMING FOR?

What do you want more of?

e.g. new clients, orders, projects

How many?

e.g. 40 new clients

By when?

e.g. 31 March

PART B / WHAT HAPPENED IN THE LAST 3 MONTHS? JUST COUNT.

How many enquiries came in?

Calls, emails, website forms, walk-ins, referrals

How many were real buyers?

Right fit, real need, able to pay

How many meetings actually happened?

Meetings, demos, site visits

How many quotes did you send?

Quotes or proposals

How many said yes?

Orders or deals won

How many cancelled after yes?

Deals that fell through

PART C / YOUR TEAM

How many people sell for you?

Your team, plus any agents or partners

New conversations yesterday?

Calls or meetings with new buyers

Your weakest step?

Your guess, 1 to 5, from page 2

PART D / SO WE CAN SEND YOUR REPORT BACK

Your name

Company

What does your business do?

Email

Phone / WhatsApp

Yearly turnover, roughly

Send us your numbers. We'll show you where you're losing sales.

YOU

**Email the filled
page**

WE

**Work through
your numbers**

YOU GET

A one-page report

THEN

**A free 30-minute
call with me**

YOUR REPORT WILL ANSWER THREE QUESTIONS

1

Out of every 100 enquiries, where do they drop off?

Step by step, in your own numbers.

2

Which step is costing you the most sales?

Often it's not the one you guessed.

3

What must your team do every day to hit the target?

A daily number, compared with what they did yesterday.

WHY THEDICO

We help founder-led businesses in India and the UAE build a sales system that runs on numbers, not effort. We plan it with you, run it with your team, and measure it until the number moves.

Email the filled page to mmr@thedico.in

Your numbers stay private. Never shared. Never published.

SUBJECT: MY NUMBERS