

THE UNGLAMOROUS ONE

We grew a manufacturer from ₹50L to ₹90L a month. It took 8 months and zero magic.

Let me start with one person. A sales rep at the company who, in a normal week, sent out a single quotation. Just one. A few months into our work together, she was sending eight in a week — and winning them. Nothing about her had changed. The system around her had finally caught up to how hard she was already working. Multiply that across a whole team, and ₹50L months quietly become ₹90L.

THE INSIGHT

“The market was never the problem. The handoff was.”

Everyone wants the “3x in 30 days” story. This isn’t that one — so here’s where it actually landed:

₹50L → ₹90L MONTHLY REVENUE OVER 8 MONTHS	517 → 977 WEEKLY LEADS · +89%	16 → 33 QUOTES / WEEK · DOUBLED	4 → 261 FACEBOOK LEADS / WEEK
--	---	---	---

The company itself is a 35-year-old commercial kitchen-equipment manufacturer — solid products, real demand, exporting across the world. They had built it brick by brick. And then, somewhere along the way, growth just stopped. Not crashed. Just... stopped. Leads still walked in the front door, but they quietly died in the handoff. Quotes went out and lost to cheaper rivals. Everyone was busy. The month-end number simply wouldn’t move.

That’s when the founder called us in. No grand pitch — just an honest conversation and a hard look under the hood. What we found wasn’t one broken thing; it was a hundred small leaks, and nobody could tell which ones actually mattered. So we did the unfashionable thing: we stopped chasing more leads, and started sealing the bucket they already had.

What’s the one thing that got us there? **Patience**. What’s the second? **Problem-solving** — one leak at a time.

HOW WE WORK



External by contract. Internal by instinct.

We sit inside your team, find every leak — the big ones and the small ones everyone stopped noticing — and train your people to seal them. We don’t hand over a report and leave. We own the work and carry the responsibility for the result. Because while we’re with you, it’s ours too.

— Team thedico

01 Before the fixes: the full diagnosis

We didn't start with marketing. We started with one question — where is the money actually leaking? This is the map we drew in week one.

WHAT WE SAW

“Everything looked fine. Nothing moved. The truth was hiding in numbers nobody trusted.”

27 findings mapped across seven parts of the business

HIGH 16 critical

MED 11 supporting

FINDING	OWNER (BY ROLE)	SEVERITY
01 — Strategy		5 FINDINGS · 4 HIGH
Wrong-segment GTM — demand skews to individual buyers, not bulk / institutional accounts	Sales Leadership	HIGH
Over-reliance on paid leads vs. earned / organic demand	Marketing Lead	HIGH
Weak differentiation → price-only competition; quotes lost to rivals	Sales Leadership	HIGH
Induction positioning unresolved; steel-price swings dent buyer confidence	Sales Leadership	HIGH
“Replaces LPG / no cylinder” USP not communicated crisply	Marketing / Agency	MED
02 — Structure		4 FINDINGS · 3 HIGH
No SOPs or work-criticality tiering — structure uncoded	Operations / Mktg Lead	HIGH
Pipeline ownership unclear across lead → quote → close	Sales & Mktg Manager	HIGH
Vendor relationship unmanaged — deliverables & accountability undefined	Marketing Lead	HIGH
Line management operating below role	Line Manager	MED
03 — Systems		9 FINDINGS · 5 HIGH
Lead-response SLA broken — ~24% call pickup; 150+ leads idle past 4 hrs	Sales / Mktg Lead	HIGH
Quote & approval bottleneck; “very bad” quote set flagged	Sales Leadership	HIGH
CRM hygiene broken — duplicates, bad field mapping, manual imports	Agency / Marketing	HIGH
No source / campaign attribution on leads	Agency Team	HIGH
Reporting unreliable — master vs. reported revenue gap	Sales Ops	HIGH
Missing dashboards — no inquiry or vendor-KPI view	Mktg Lead / Vendor	MED
No comms tracking — chat, call recording, response timers absent	Agency Team	MED
Meeting discipline weak — unprepared calls, interruptions	All	MED
Catalogue unstructured — ~75 products, no taxonomy	Web Partner / Mktg	MED
04 — Staff		3 FINDINGS · 1 HIGH
Revenue concentrated in one top performer; wide peer spread	Sales & Mktg Manager	HIGH
Tenure-morale gradient — “monotony bias” in long-tenured staff	Leadership / Line Mgr	MED
Vendor staffing underperformance	Vendor	MED
05 — Skills		3 FINDINGS · 1 HIGH
Sales lacks technical depth to win induction objections	Sales Leadership	HIGH
Content & localisation gaps — ~23-sec view time, dated assets	Marketing Lead	MED
Ad-creative weakness — weak CTAs; cost-per-lead swings widely	Agency Team	MED
06 — Style (Leadership)		1 FINDINGS · 0 HIGH
Enforcement gap — discipline imposed, not yet self-sustaining	Leadership	MED
07 — Shared Values		2 FINDINGS · 2 HIGH
Over-reporting vs. data-honesty — verbal claims over real numbers	All / Mktg Lead	HIGH
Weak accountability — “pay a vendor, expect magic,” no feedback loops	Leadership	HIGH

How to read it: the heat sits in **Systems**. Fix data integrity, response time and the quote process first — and a good half of the Strategy and Shared-Values symptoms ease on their own. Skills and Style were mostly consequences of the missing system, not separate problems.

02 What we actually fixed

We didn't fix it all at once — we fixed it one leak at a time, on four fronts, with a single habit underneath everything: if it isn't measured, it didn't happen.

PROCESS

"If it's not on the dashboard, it didn't happen."

- Made data the only currency in weekly reviews — no more "trust me, we did more."
- Put a **4-hour clock** on every lead, with daily misses reported.
- Wrote the SOPs and the quote-approval flow that never existed.

PEOPLE

"We coached in the room, not in a memo."

- Live deal-coaching every week — objections, trust, references.
- Celebrated the closers out loud; named the gaps honestly.
- Reps became owners — one jumped from **1 to 8 quotes** in a week.

PRODUCT & GTM

"Stop selling on price. Sell the upgrade."

- Gave the team an ROI story: induction = no cylinder, no LPG.
- Standardised the price list; killed the guesswork.
- Turned a 75-product mess into a catalogue people could navigate.

PLATFORMS

"Every rupee of spend earns its seat."

- Put the marketplace vendor on **weekly KPIs**; paid → organic.
- Scaled Facebook from **4 to 261** leads a week, with real CTAs.
- One source of truth — every lead tagged, finally trustworthy.

And the honest bit: when leads jumped, "Not Contacted" shot from 36 to 259 in a single week. That's not a failure — that's a system finally seeing a leak it used to hide. You can't fix what you can't see. Now we could.

THE LESSON

"Don't chase more leads. Seal the bucket you already have."

5 fixes you can steal

If your leads come in but the revenue doesn't, the leak is almost never at the top of the funnel.

- 1 Make data the only currency.** If it isn't on the dashboard, it didn't happen. Ban "trust me" from your reviews.
- 2 Put a clock on every lead.** A 4-hour SLA beats a better ad. Most leads aren't lost to rivals — they're lost to silence.
- 3 Tag every lead at the source.** You can't fix a funnel you can't attribute. Clean CRM data is the cheapest growth lever you own.
- 4 Coach live, not later.** Real-time feedback in weekly reviews changes behaviour. Quarterly appraisals don't.
- 5 Sell value, not discount.** If your team competes on price, you haven't given them a story to compete on — and hold your vendors to the same bar you hold your team.

Remember the rep from the first page — the one who went from one quote a week to eight? She's still there. Still sending eight. Still closing them. That's all a fixed system really does: it lets good people finally win.

Growth isn't a campaign. It's a system that stops leaking.

Eight months. A lot of patience. One leak at a time. Curious where your funnel leaks? **That's honestly our favourite question.** — Team thedico

Client identity and individual names withheld for confidentiality. Operational figures (leads, quotes, follow-ups, channel movement) are drawn from the engagement's weekly KPI analysis; the revenue range reflects the client's reported monthly performance across the engagement.