

10x B2B Sales Systems - Frameworks That Actually Work in India

For First-Time Founders, Sales Leaders & Managers Looking
to Exponentially Grow

KAUSTUBH@SHAILADVISORS.COM



WHY THIS HANDBOOK MATTERS

INDIA IS NOT THE SAME AS THE WEST WHEN IT COMES TO B2B SALES.

- PEOPLE DON'T RESPOND TO COLD AUTOMATION.
- RELATIONSHIPS, REPUTATION AND PERSISTENCE STILL MATTER.
- FOUNDERS OFTEN DOUBLE-HAT AS SALESPEOPLE — BUT SYSTEMS ARE MISSING.

THIS GUIDE HELPS YOU GO FROM **JUGAAD SELLING** TO **REPEATABLE, SCALABLE, PREDICTABLE REVENUE**. EVERY FRAMEWORK IS DRAWN FROM **REAL CASE STUDIES** AND DESIGNED FOR INDIAN MARKET REALITIES.



FRAMEWORK 1: THE 3T IDEAL CLIENT FILTER

TARGET – WHO IS THE RIGHT BUYER?

Industry (e.g., BFSI, EdTech, SaaS)

Company Size (employee count, revenue)

Role (Founder, HR Head, CFO, Product Lead)

Geography (metro, Tier-2, global decision-makers from India)

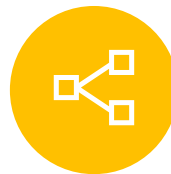
CHECKLIST:



INDUSTRY
RELEVANCE



DECISION-MAKER
IDENTIFIED



ACTIVE
PAIN/PROBLEM
EXISTS



ABILITY TO PAY

TRIGGER – WHY NOW?



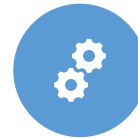
RECENTLY
RAISED
FUNDING



JOB
OPENINGS ON
LINKEDIN



REGULATORY
CHANGES



TECH STACK
UPGRADES



COMPETITOR
ACTIVITY

CHECKLIST:



Trigger event identified



Mentioned in outreach (to increase relevance)

TICKET SIZE – WORTH YOUR TIME?

1

High ticket =
consultative sales

2

Low ticket = needs
automation

3

Look at **CAC vs. LTV**
(Customer Acquisition
Cost vs. Lifetime Value)

RULE OF THUMB:

DON'T SPEND >2 HRS TO CLOSE A ₹20K DEAL.



FRAMEWORK 2: THE TRUST-LED FUNNEL (INDIAN EDITION)

IN INDIA, RELATIONSHIPS > TOOLS. SELLING STARTS LONG BEFORE THE PITCH.

FUNNEL STAGES:



Familiarity – Have they seen you before? (via posts, events, referrals)



Validation – Do others trust you? (case studies, testimonials, mutual connections)



Trust – Have they spoken to you? Do they feel heard?



Transaction – Only now do they consider closing.

CHECKLIST:


Are you showing up weekly online (LinkedIn, webinars)?



Do you have 3-5 relevant testimonials/case studies?



Can you show ROI or social proof?

 **Tip:** Run a founder-led LinkedIn series every 15 days targeting one buyer persona at a time.



FRAMEWORK 3: THE 4C OUTREACH SYSTEM

Cold doesn't work. Warm + smart = closes.

✔ CONTACT

Use LinkedIn, Apollo, Skrapp, referrals.

Check:



Are you reaching the *economic buyer* (can they say yes)?



Can you reach the *user buyer* (will they use it daily)?



CONTEXT

Always answer: “Why are you messaging me?”

E.g., “Congrats on your expansion to Pune...” or “Saw your open role for Revenue Ops...”

Make it sharp and client-specific. No fluff.

Example:

"We helped XYZ reduce employee churn by 30% in 90 days. Thought this might be useful as you scale."

Avoid: "Can we hop on a quick call?"

Use:

1. "Can I share a quick deck with 3 outcomes we've delivered in your space?"
2. "Open to a short async case study to see fit?"

CHECKLIST:

Short (under 60
seconds to
read)

Personalized

Action-oriented
but low
commitment

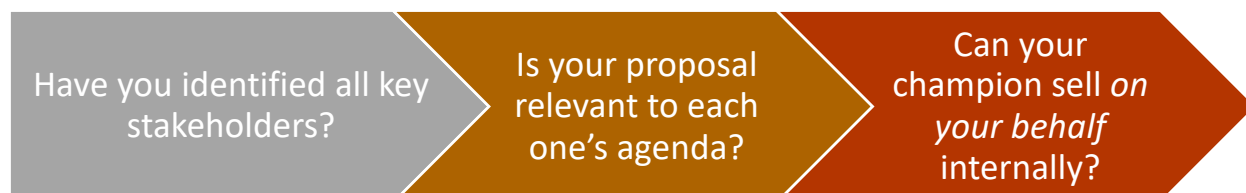
FRAMEWORK 4: MULTI-STAKEHOLDER MAPPING

ONE HAPPY BUYER DOESN'T CLOSE THE DEAL. ESPECIALLY IN INDIAN MID-MARKET.

Common Roles in B2B Sales:

Role	What They Do	What You Need to Give Them
Champion	Advocates for your product	ROI, features, benefits
Decision Maker	Signs the cheque	Impact, business outcomes, risk mitigation
Influencer	Provides opinion	Credibility, relevance
Blocker	Opposes due to fear or preference	Assurances, alternatives, politeness
Gatekeeper	Manages access to leadership	Respect, small wins, social proof

Checklist:



FRAMEWORK 5: THE REPEATABLE SALES PROCESS (RSP)

SALES IS A SYSTEM, NOT AN ART. START DOCUMENTING FROM DAY 1.

What You Need:

Step	Tool / Format
Lead Qualification	Google Sheet or CRM checklist using 3T
Discovery Questions	Notion or Google Doc playbook
Proposal Template	PDF with case study + pricing tiers
Follow-up System	Hubspot/Gmail labels + calendar reminders
Objection Handling Sheet	Google Doc: Objection → Response
CRM Tool	Pipedrive, Zoho, or even Airtable

Checklist:



SALES STAGES
DOCUMENTED



SCRIPTS/TEMPLATES
CREATED



FOLLOW-UP &
REPORTING CADENCE
FIXED



FRAMEWORK 6: CONVERSION & COLLECTIONS OPTIMIZER

Closing the deal is only 80%. Collecting the money is the real win.

STEPS TO IMPROVE CONVERSION:

Use deadline-based pricing (early bird, phase-out discounts)

Co-create the proposal with the client

Always present options (Gold / Silver / Custom)

STEPS TO IMPROVE COLLECTIONS:

1

Break payments into milestones

2

Introduce 10-20% token fee upfront

3

Raise invoice **before** implementation starts

4

Offer prepaid discount: e.g., "Save 5% on upfront payment"

CASE STUDY: FMCG SERVICES CO.

Started offering a 2-month retainer at 10% discount if paid upfront. Result: 60% of clients converted to advance payers.



FRAMEWORK 7: WEEKLY SALES RHYTHM

CONSISTENCY > HUSTLE. YOU DON'T NEED BETTER LEADS, YOU NEED BETTER HABITS.

IDEAL WEEK:

Day	Key Focus
Monday	Review pipeline, qualify new leads
Tuesday	Sales calls + demos
Wednesday	LinkedIn outreach + 2 follow-ups
Thursday	Closing + proposal reviews
Friday	Reporting + CRM cleanup + 1 client feedback

Daily 15-min CRM hygiene + 1 content post/message

CHECKLIST:

01

Weekly team review call

02

Pipeline visible to all stakeholders

03

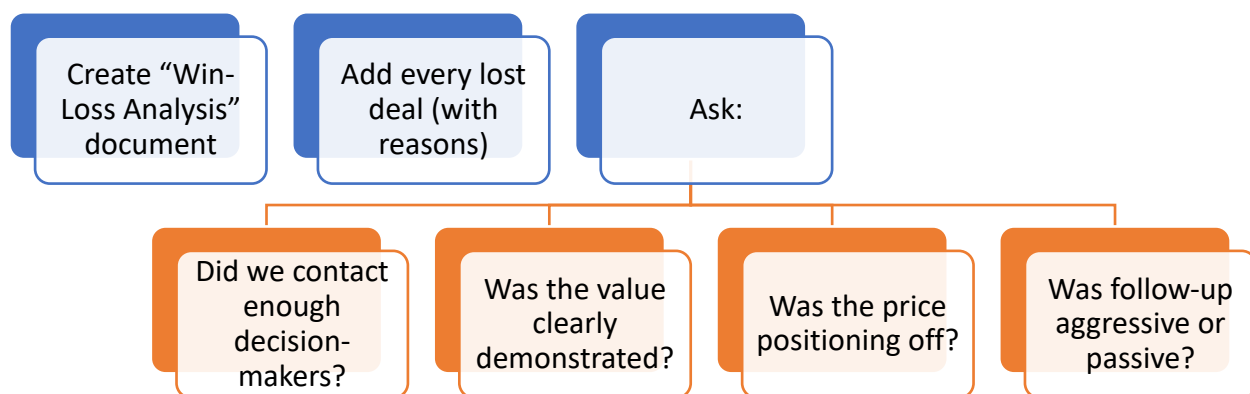
Slack/WhatsApp channel for sales huddles



FRAMEWORK 8: SALES FEEDBACK ENGINE

EVERY LOST DEAL IS TUITION. LEARN FROM IT.

MONTHLY FEEDBACK RITUAL:



CHECKLIST:



80% OF LOST DEALS
TAGGED WITH REASONS



MONTHLY REVIEW WITH
TEAM



IMPROVE
PITCH/PROPOSAL/SCRIPTS
BASED ON THIS



BONUS TOOLS & TEMPLATES

(AVAILABLE ON REQUEST)

B2B Proposal Template (3-Tiered)

Discovery Question Checklist (20 field-tested Qs)

Objection Handling Handbook

Cold Outreach Message Bank (10 industry-specific samples)

Weekly Sales Tracker Google Sheet

Win-Loss Interview Format

READY TO SCALE SMARTER?

Let's work together to build your growth machine.



Contact Information:

Call us - +91-9810781604

Email – Growth@shailadvisors.com

Schedule a meeting -<https://calendly.com/kaustubh-shailadvisors/30min>

👏 FINAL WORDS

Great sales teams don't work harder — they work on systems.

This playbook is your toolkit to shift from founder-led chaos to a sales engine that runs on rhythm, trust, and conversion science.