

## appointment with Indian Manufacturer

Lead no : IND 987:

Call Time : 26 <sup>th</sup> May 2020		Day: Tuesday	Call Date : 26 <sup>th</sup> May 2020	
Telemarketer Booking :		Nitin		
Contact Name :		Amil Kumar	Email :	amil@abctransformers.com
Company Name :		ABC transformers Pvt Ltd	Website:-	www.abctransformers.com
Phone:-		0120 - 2567895	Mobile	9811 793 044
Address		A – 41 Sector 58, Noida, UP, 201301 India		
Turnover : \$ 7Million		Appt Time : 10:00am, Friday		Appt Date: 29 <sup>th</sup> May 2020
\$350k-\$500k <input type="checkbox"/> \$500k-\$750k <input type="checkbox"/>		Skype : amil.kumar		Zoom: NA
>\$750k <input type="checkbox"/>				
Ballpark :				
Lead Status? (Hot <input type="checkbox"/> Warm <input checked="" type="checkbox"/> Cool <input type="checkbox"/> )		Business Type: Manufacturing In Biz: 40 yrs		
Employees (No.) : 125 full timers		Manufactures Big power and distribution transformers. Has a informative website.		
Other decision makers: his father who wants to retire and uncle who is retired already.				
How Many Hours do you work a week? Happy?		50 hrs – “Yes”		
DISC Profile? Mix of “S” and Low “D”		D <input checked="" type="checkbox"/>	I <input type="checkbox"/>	S <input checked="" type="checkbox"/> C <input type="checkbox"/>
Comment? Amil is electric engineer, he is warm, polite, agreeable and patient listener. He is looking forward to speaking with a business coach.				
Are you getting all you want from your business?		Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>
Brief Comment : “Not really”..... “There is always room for improvement”.				
What area would you Improve on?				
Time :-		( Comment on each as appropriate )		
Is happy working 50 hrs a week. Feels he is able to strike a work-life balance.				
Team:-				
Has team of 100 manufacturing workers and about 25 management staff (admin, accounts marketing – sales). With time business has good systems and procedures. Reporting and culture are also good.				
Money:-				
His main pain is – gaining orders from international buyers. Not only Australia, UK or US but other parts of the world. Amil joined this family business seven years back and has been trying to find overseas market for his transformers. His target market are electrical contractors. In the past, he exported transformers via a Chinese Company and lost about \$800K. Money never came and Amil had to file a case. Amil is agreeable and was open in saying- “As a company, we do not have experience in International exports. We always had a lot of domestic business and did not focus on exports. Now, he wants to go to another level and take his business global. He is dynamic and is fond of technology.				
What is Working well in the business?		We have good reputation in Indian market and we are competing with international brands.		
Wish for next 90 days		International orders.		
Provided you can see a return, how much are you able to invest in new marketing strategies.		Additional comments		
Our marketing budget will be lot less that what it use to be. So maybe around \$50K per annum. Earlier it was \$ 150 per annum.		Amil is aware, coach Andrew Tennent will e-mail him information and book a time on Skype or Zoom.		
ADMIN ONLY				
COACH : Andrew tennent				