



## **2019 MDRT Global Conference e-Handout Material**

**Title:** Best Practices for Constant Business Growth

**Speaker:** Rahul Rohit Dhanani

**Presentation Date:** Wednesday: September 4, 2019

**Presentation Time:** 11:30a.m. - 12:30p.m.

**Session Room:** ICC - Meeting Room C3.3

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Bachcha kabil  
bano, kabil ...  
kamyabi toh saali  
jhak maarke  
peeche bhagegi

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APNI CHAUKAT KA DIYA DOOSRE KE  
GHAI




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#### SELF PURPOSE :

- PROVIDE DIRECTION & DETERMINATION
- SHOULD BE SELFLESS & FOR OTHERS BETTERMENT
- DRIVING FORCE TO MAKE LIFE MEANINGFUL

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#### SELF PURPOSE : BENEFITS TO YOU

- IT HELPS TO STRIVE FOR EXCELLENCE.
- NEVER GIVE UP ATTITUDE.
- ACTIVATES LAW OF ATTRACTION.

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HUM SIRF  
PAISE KE  
LIYE KAAM  
KARTE HAI




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## MENTOR

ROLE MODEL. A PERSON WHOM YOU LOOK UP TO FOR ADVICE.

SPRINGBOARD FOR BOUNCING AND VALIDATING IDEAS.

KEEPS YOU MOTIVATED.

CHALLENGES AND INSPIRES YOU BY PUSHING YOU TO ACHIEVE MORE.

EG - ANDY GROVE / STEVE JOBS / WARREN BUFFETT

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## SELF MANAGEMENT

TIME MANAGEMENT

SET YOUR PRIORITY - MATRIX ( STEPHEN COVEY )

DELIGATE

STRESS MANAGEMENT

FEWER ILLNESS & PHYSICAL COMPLAINTS.

BETTER SLEEP & MORE ENERGY

CALMER MOOD & MORE FOCUSED.

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## ABILITY TO SAY NO



*EK BAAAR JO HUMNE  
COMMITMENT KARDI .....*

*TOH HUM KHUDKI BHI NAHI  
SUNTE*

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## SMART GOAL

SPECIFIC  
MEASURABLE  
ASSIGNABLE  
REALISTIC  
TIME BOUND




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## CREATE YOUR BRAND

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## Strategic Business Model




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## YOUR BIG IDEA

YOUR OWN CREATIVE IDEA  
IMITATE EXISTING IDEA  
CLARITY  
COMMUNICATION  
COORDINATION




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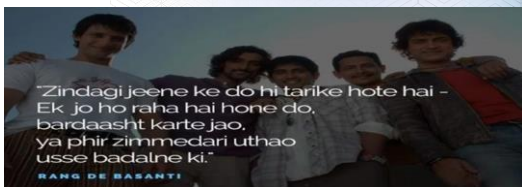
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## VISION - MISSION

VISION IS THE DESTINATION YOU WANT TO  
REACH - IT CAN BE 1 YEAR - 3 YEAR OR 5  
YEAR.

MISSION IS THE PATH YOU CHOOSE TO  
ATTAIN YOUR VISION.




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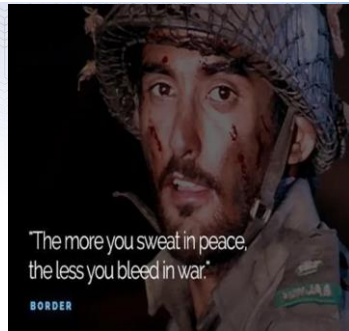
## MARKET PULSE

EXTERNAL FACTOR THAT  
EFFECT YOUR BUSINESS

KNOW THE CHANGING TREND

COMPETITORS STRATEGY

THREAT OF SUBSTITUTES




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## SEGMENTATION & TARGETING

DIVIDE INTO SMALLER SIMILAR GROUPS

PSYCHOGRAPHIC (LIFESTYLE)

BEHAVIOURAL (LOYALTY)

GEOGRAPHICALLY (AREA WISE)

KNOW YOUR AUDIENCE

DO TARGET MARKETING




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## POSITIONING

CLEAR, DISTINCTIVE & DESIRABLE

PLACE IN THE CLIENTS MIND

EG: XEROX, GOOLGE, BISLERI




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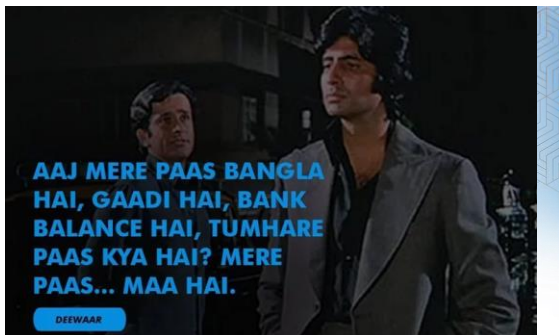
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### X+ FACTOR

IT SHOULD HAVE A VALUE PROPOSITION FOR THE CUSTOMER

NEED BASED DIFFERENTIAL WITH COMPETITORS

REASON WHY THE CUSTOMER TURNS TO YOUR COMPANY.

IT SOLVES THE PROBLEM & SATISFIES THE CUSTOMERS NEEDS.

VRIO ANALYSIS

V - VALUE  
( FUNCTIONAL + PRODUCT + EMOTIONAL )

R - RARITY  
( MDRT / COT / TOT QUALIFIED AGENTS )

I - IMITABILITY  
( DIFFICULT TO IMITATE )

O - ORGANIZATION.  
( DOES THE COMPANY PORTRAY THE SAME )

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### EMPLOYEE ENGAGEMENT

CREATE STRONG 2ND LINE

EMPOWER & CONNECT

KRA & KPI

HIGHER PRODUCTIVITY

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## MARKETING & COMMUNICATION



A - ATTENTION  
I - INTEREST  
D - DESIRE / DECISION  
A - ACTION

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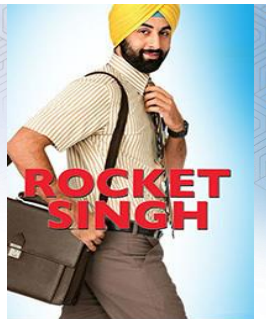
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## SALES

ACKNOWLEDGE  
ASK  
SOLUTION + EXAMPLE  
RELATE




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## Strategic Business Model




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PAISA PAISE KO KHEECHTA HAI




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ANY QUESTIONS ?

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