

Astral Informatics Pvt Ltd (AIPL)

Nagpur



Case Synopsis

AIPL has 3 core areas of business, namely, Engineering Software Sale, Engineering and Architecture software tools training and High end Imaging Hardware. They approached us with a sales team size of zero and backend support team of 2 pax. The sales was very low in all 3 areas of business and the overall morale of top leadership in Sales was low leading to very low levels of productivity and virtually nil performance.

Key Deliverables

1. Restructured business focus on Software Engineering and Architecture tools.
2. Phase out high end imaging business since the same was not profitable
3. Mentored and Coached business growth of 300% in 2014-15
4. Self and Team morale is 3 out of 5 on a Likert Scale of 0 -5 where 5 is highest.