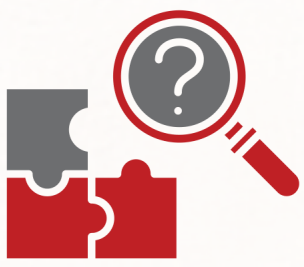
WADHWANI FOUNDATION

PLAYBOOK

Building a Repeatable B2B Sales Engine



A practical guide to building a sales engine that repeats, measures itself and learns: lead sources, the sales funnel, the sales pitch, opportunity categories and a 90-day action plan. Developed from the Wadhwani Foundation session led by Anirudh Chakrabarty.



THE PREDICTABILITY GAP

A sales engine should be able to predict its own output. In the session's funnel example, 100 sales a month needs 300 to 400 opportunities and, at a 10% conversion rate, about 3,000 prospects. Many engines fail earlier: an unknown buyer profile, a single source of leads, unqualified leads and no measures.

Source: Illustrative funnel shared in the session by Anirudh Chakrabarty



OBJECTIVE OF THIS SESSION

This Playbook helps you build a sales engine that drives itself, improves with every call and predicts its own pipeline. You will test why engines fail, build and measure a funnel, diversify and qualify your lead sources, turn features into customer benefits, and balance your opportunities. The linked resources convert this into a 90-day sales engine plan.



WHAT THIS PLAYBOOK COVERS

For your business

- Test whether your sales engine is repeatable and why it may fail
- Build a funnel and work backwards from your sales target
- Diversify and qualify your sources of leads
- Pitch the customer's benefit, not only your features
- Classify opportunities as A, B and C and measure progress

Explore the full session, business challenges, readiness situations, tools and takeaways:

Watch the Complete Session	Business Challenges & Expert Guidance	Case Studies Covered	Sales Engine Readiness & Action Guide	Tool_Sales Engine Workbook	Final SMB Takeaways
Click to see	Click to access	Click to access	Click to access	Click to access	Click to access

Source: Wadhwani Foundation Building a Repeatable B2B Sales Engine, conducted by Anirudh Chakrabarty on [SESSION DATE].