WADHWANI FOUNDATION

PLAYBOOK

Building a Repeatable B2B Sales Engine



A practical guide to building a sales engine that runs every week, produces output and keeps improving: existing customers, one lead engine, the buying journey, weekly reviews and a dashboard. Developed from the Wadhwani Foundation session led by Neetu Bansal.

THE SALES ENGINE GAP

A sales engine runs every week, produces output and keeps improving. If the founder sells only when free from delivery and operations, it is not an engine. In the session poll, common leaks were interest without urgency, not reaching real decision makers, a strong existing supplier or cheaper option, and an unclear budget, timeline or approval process.

Source: Participant poll and framework presented in the session by Neetu Bansal

OBJECTIVE OF THIS SESSION

This Playbook helps you find where your sales engine is breaking and decide what to fix first. You will examine existing-customer growth, one lead source, the way customers buy, weekly reviews and the dashboard measures of coverage, lead quality and stage ageing. The linked resources convert this into a 90-day action plan you can take to a one-to-one mentoring session.

WHAT THIS PLAYBOOK COVERS

For your business

- Find where your sales process leaks
- Grow existing customers before chasing strangers
- Turn one lead source into a repeatable lead engine
- See your sales through the way the customer buys
- Run short weekly reviews with a three-measure dashboard

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 Business Mentor and Sales Coach Neetu Bansal.