

# Factory to Market: The Complete Sales & Distribution Playbook

Stop losing customers to competitors. Build a systematic approach to sales, branding, and predictable growth.

VYAPAARKIT BUSINESS-IN-A-BOX



# The Hidden Cost of Random Marketing

## What You're Losing Every Month

**₹50,000 - ₹2 lakh** wasted on tactics that don't convert

Price wars eating 20-40% margins

Dependency on 2-3 buyers who squeeze you relentlessly

## The Real Problems

### Random Posting

No strategy, targeting, or clear buyer messaging

### Blind Ad Spend

Running ads without understanding the buying journey

### Zero Positioning

Competing only on price instead of value

### No Tracking

Flying blind—no metrics, no insights, no improvement

"The biggest danger isn't failure... it's repeating the same mistakes every season."

# How Indian B2B Buyers Actually Decide

Understanding the real buying process is your competitive advantage. Indian buyers follow predictable patterns rooted in trust, verification, and risk reduction.

## Awareness

Discover via word-of-mouth referrals



## Verification

Check samples, references, and credentials



## Research

Compare suppliers across channels



## Negotiation

Set price, terms, and delivery commitments

**The trust cycle matters:** Buyers who skip steps are desperate—and become your worst customers with payment delays and constant complaints.

### Buyer Priorities Beyond Price

- Consistent quality batch after batch
- Reliable delivery timelines
- Payment flexibility options
- Technical support availability
- Long-term relationship potential



# Build Your Foundation Before You Market

## Clear Positioning

Define exactly who you serve and what makes you different

## Smart Pricing Logic

Price that reflects value and market dynamics, not just costs

## Compelling Offer

Irresistible proposition with risk reversal and easy next steps

## Trust & Proof

Testimonials, certifications, case studies that build confidence

- ❏ Most manufacturers rush into advertising before clarifying positioning. This wastes 80% of marketing budgets on low-quality leads. Invest in foundations first.

# Choose Your Channels Strategically

## Where Your Buyers Actually Are

Not all channels work equally. Focus on where serious buyers spend time and match your execution capability.

01

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### WhatsApp Business

Direct communication, catalogues, order updates

03

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### Local Networks

Industry associations, trade shows, referrals

02

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### Google Search

Capture high-intent buyers actively searching

04

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### LinkedIn

Professional credibility and B2B networking

# Execute With Discipline. Scale With Systems.

**5x**

## Retention ROI

Keeping customers costs 5x less than acquiring new ones

**73%**

## Trust Referrals

B2B buyers trust peer recommendations over any ad

**90**

## Day Commitment

Test strategies for 90 days minimum before pivoting

## Your 90-Day Action Plan

**1**

### Days 1-30

Clarify positioning, document offer, set up tracking

**2**

### Days 31-60

Choose 2 channels, create content, measure conversion

**3**

### Days 61-90

Double down on what works, systematize, plan scaling

**Start small. Execute consistently. Scale systematically.** Growth isn't about luck—it's about understanding your market and building repeatable processes.

⬇️ INSTANT DOWNLOAD

📄 READY-TO-USE SYSTEM