



How a Growth-Stage PropTech Company Achieved 300% Sales Growth Through Business Transformation

ZLS *Aligning People, Processes, Performance and Technology with Business Goals*
ZolaSen
Technologies

About The Client

PropTech Organization

23 Employees

Growth-stage business

Focus Areas:

- Real Estate Advisory
- Property Consulting
- Sales-driven growth model

Transformation Objective

- Accelerate Revenue Growth
- Improve Sales Productivity
- Build Organizational Capability
- Reduce Founder Dependency
- Create Scalable Systems

Business Goal

Scale revenue without losing culture, consistency and employee engagement.



BUSINESS TRANSFORMATION CASE STUDY

The business had ambitious goals.
The people infrastructure wasn't ready to support them.

CHALLENGE



Inconsistent Sales Execution



Lack of Accountability



Hiring Challenges



Undefined Processes



Leadership Capability Gaps



Founder Dependency



THE BUSINESS HAD
AMBITIOUS GOALS.



SUSTAINED
GROWTH



MARKET
LEADERSHIP



HIGH PERFORMING
TEAM



STRONG CUSTOMER
IMPACT



LONG TERM
VALUE



**TO ACHIEVE THESE GOALS, WE NEED THE RIGHT PEOPLE,
PROCESSES AND SYSTEMS IN PLACE.**

Questions Keeping Founders Awake



If one of my key leaders resigns tomorrow, **who takes over?**



Are we building **future leaders** fast enough to support growth?



Which capabilities are **missing** for the next phase of the business?



Are we investing in the **right people?**



Is our workforce **growing** at the same pace as the company?



Can our **people strategy** support our **business strategy?**



Business Transformation Diagnostic

Areas Evaluated

People

- Hiring
- Capability
- Leadership

Process

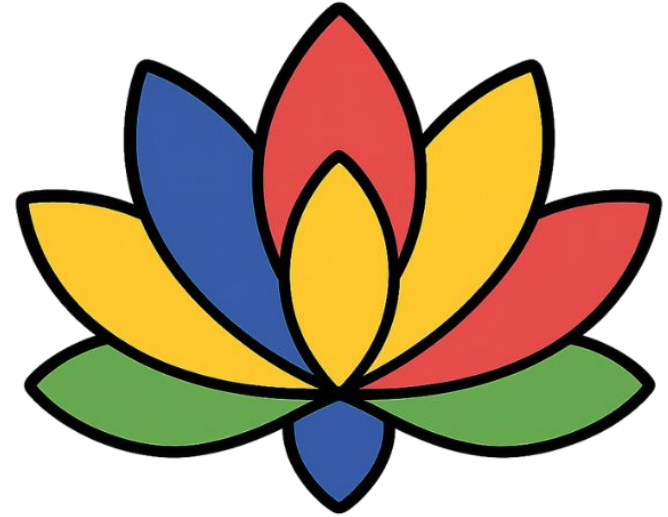
- Sales Process
- Customer Journey
- Operating Rhythm

Performance

- KPI Framework
- Accountability

Technology

- Assessment & Analytics



Bodhiguru

JobFit Score



*ZoLaSen
Technologies*

KEY FINDINGS

What We Discovered



Talent



Success criteria unclear



Hiring decisions largely subjective



Sales Execution



Inconsistent sales conversations



No standardized sales journey



Workforce



Employees lacked role clarity



Limited visibility of growth path



Leadership



Capability gaps impacting growth



Process & Systems



Processes existed informally



Not documented or scalable



These gaps were limiting performance, scalability, and our ability to achieve ambitious goals.

FOUNDER VISION AND ORGANIZATIONAL CAPABILITY

Were **Misaligned**

BUSINESS NEEDED



Faster Growth



Better Sales Conversion



Better Customer Experience



Higher Productivity



Reduced Attrition



MISALIGNED

The gap between what the business needed and the organization was capable of delivering.

ORGANIZATION REQUIRED



Better Hiring



Better Processes



Better Leadership



Better Accountability



Better Performance Systems



Until the alignment was addressed, the business could not unlock its full potential.

— ✨ Our Methodology ✨ —

..... A Continuous, Data-Driven Approach to Deliver Measurable Business Impact



Outcome:

An agile, outcome-focused HR ecosystem that evolves with your business and drives sustainable growth.



**Aligned People.
Better Performance.
Stronger Business.**

HIRING TRANSFORMATION

Building a Better Talent Engine



IMPLEMENTED:



Structured hiring process



Competency-based hiring



Role scorecards



Interview frameworks



Bodhiguru JobFit assessments



RESULT:



Better hiring quality.



Reduced hiring mistakes.



The right process. The right people. Better business outcomes.



BODHIGURU TALENT INTELLIGENCE

Using Assessments To Drive **Better Decisions**

WE ASSESSED:



Behavioral competencies



Sales capability



Communication



Customer orientation



Leadership potential



Growth readiness



GOAL:

Identify gaps between



**CURRENT
WORKFORCE**

VS



**FUTURE
BUSINESS NEEDS**



Our assessment insights empower smarter hiring, targeted development, and stronger performance.

BUSINESS PROCESS TRANSFORMATION

Streamlining Processes. **Defining Roles.** Driving Results.

WE FOCUS ON BUILDING STRONG, SCALABLE BUSINESS SYSTEMS



SOPs

Standardize processes to ensure consistency, quality, and efficiency across the organization.

01



ROLE DEFINITIONS

Clearly define roles and responsibilities to eliminate ambiguity and improve ownership.

02



KPI FRAMEWORK

Establish measurable KPIs that align with business goals and drive performance improvement.

03



REVIEW SYSTEMS

Implement regular reviews to track progress, identify gaps, and make data-driven decisions.

04



ACCOUNTABILITY

Build a culture of accountability where commitments are clear, tracked, and delivered.

05



Strong **Processes.** Clear **Roles.** Measurable **Results.** Sustainable **Growth.**

LEADERSHIP ALIGNMENT

Connecting **People Strategy** To Business Strategy

WE WORKED WITH LEADERSHIP TO DEFINE:



Future growth goals

Where we want to go



Priority business areas

Where we will focus



Capability requirements

What skills and capabilities we need



Leadership expectations

How we lead and what we expect



THE OUTCOME



**PEOPLE STRATEGY
DRIVES BUSINESS
SUCCESS**



Aligned Priorities



Better Execution



Stronger Accountability



Sustainable Growth



Every **people initiative** was linked to **business outcomes**.

REVENUE FOCUS FRAMEWORK

Clarifying Growth Priorities

WE HELPED LEADERSHIP:



Define key revenue buckets



Prioritize growth opportunities



Align teams around revenue goals



Create accountability structures



RESULT:



Greater focus.



Less operational confusion.



Clear priorities. Aligned teams. Stronger execution. Sustainable growth.

SALES TRANSFORMATION

Building a Scalable Sales Engine



IMPLEMENTED:

- ✓ Zoho CRM implementation and adoption
- ✓ Sales pipeline visibility and tracking
- ✓ Sales process standardization
- ✓ Lead management workflows
- ✓ Sales automation and reminders
- ✓ Sales pitch refinement
- ✓ Objection handling frameworks
- ✓ Sales team coaching and capability development
- ✓ KPI-based sales reviews
- ✓ Accountability and performance tracking



OUTCOME:

- ✓ Consistent sales execution
- ✓ Better pipeline visibility
- ✓ Improved conversion rates
- ✓ Reduced founder dependency
- ✓ Stronger sales discipline
- ✓ Improved forecasting accuracy
- ✓ Greater accountability
- ✓ Better management visibility



The right **process**.
The right **conversations**.
The right **accountability**.



Stronger **sales execution**.
Predictable **revenue growth**.

BUSINESS OUTCOMES

Results Delivered



300%
GROWTH IN SALES

THROUGH:



Better sales process



Better sales capability



Better hiring



Better customer journey



70%
REDUCTION IN ATTRITION

THROUGH:



Better employee experience



Better role clarity



Better leadership support



Better growth opportunities



Stronger people. Stronger processes. Stronger results.
Sustainable growth. Measurable impact.



TRANSFORMATION OUTCOMES

Aligned **People**. Optimized **Processes**. Superior **Performance**. Stronger **Business**.



A **People** → **Process** → **Performance** → **Business** approach that drives measurable and sustainable business **results**.

WHY IT WORKED

BUSINESS TRANSFORMATION + TALENT INTELLIGENCE PLATFORM



UNLIKE TRADITIONAL CONSULTING:

We didn't just recommend.

WE:



DIAGNOSED



ASSESSED



DESIGNED



IMPLEMENTED



MEASURED



IMPROVED



Smarter People
Decisions



Stronger Execution



Sustainable
Growth



Lasting Impact

Let's evaluate your current setup in a 30-min diagnostic session

For a demo, reach out to

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