



ENCOUNTER. ENGAGE. OVERCOME.

If handled correctly, rock bottom could serve as the first stepping stone for climbing back up to the top.

A few months ago, Vijayawada branch was in troubled waters.

Sales of the branch had plummeted, the Operations were haywire, the targets weren't being met and the branch was having issues with sales colleague retention.

The Branch Manager Pokala Narayana Murthy conferred with his Regional Manager CS Chandavarkar and both realized that a change in approach was required to resurrect the branch. Murthy decided he needed a coach to help him tap into his own potential and started sessions with his RM. .

Together they started work towards rebuilding the team by **Going back to Basics**.

The first step was to embrace the shortcomings, and work bit by bit towards eliminating the concerns. The hiring of new sales colleagues was kickstarted by rigorous screening by the BM and RM and the target was to identify the best fit to build a strong team.

The team was trained, and focus was directed to build a healthy pipeline, BTL activities were stepped up to generate enquiries, cold visits were increased in untapped areas and most importantly encouraged to **spend maximum time on the field**.

The operations team was boosted to develop service focus. The BM commenced a deep dive into various challenges faced by the Sales and Service colleagues and tried to collectively resolve them by creating a strong intra-branch connect. He also started including his team in an extensive revenue bridge discussion to understand the gaps and work around them.

Anvesh Vennapu, the Base Manager of Kakinada also supported the branch during the absence of Murthy, due to an accident; and took some difficult but important decisions to guide the branch towards success.

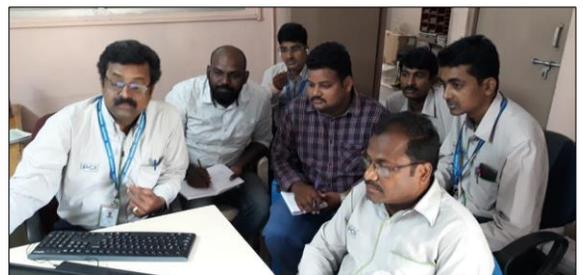
Soon the branch witnessed a 180-degree turn around and made an extraordinary comeback. It was a steep hill to climb but with the right leadership and continuous efforts of the entire team, it helped Vijaywada hit a hat-trick to be featured in the MD's club for Jan, Feb and March '19.

***It always seems impossible until it's done* - Nelson Mandela**



Team Vijayawada

Celebrating their success with a team lunch



From left to right – PN Murthy (BM), Raja Tangirala(OE), S.Srinivasa Rao(OE), A. Rajesh (SE), K. Durga Rao (JOC), G.Lingaswamy (OE), AVVSNV Prasad (CSE)

What we can Learn

Integrity - Overcoming a situation becomes possible when everyone is committed and passionate for a common goal

Performance Driven – With the right and continuous efforts, anything can be achieved

Learning & Development - Sometimes it's important to go back to basics to strengthen your foundation with the right learning