

Dear Channel Partner,

Wish you a very happy and prosperous New Year 2012!

Thanks for making this financial year a success till now. And, because of your sustained efforts, Godrej Interio continues to be a force to reckon with in the institutional segment.

As we move into the last quarter of this financial year, the final thrust and our combined efforts in the coming months will bring us not only the success we've both aimed and toiled for, but will also define our progress in FY 2011-2012.

With the ever-increasing demands of customers, it is becoming increasingly important to make sustained efforts to meet their expectations, which go beyond products and its performance. Pre and post sales service are also now included in the core of every value proposition. Hence, our approach and interaction will help us improve our relationships and offer a better value proposition, which will eventually lead to enhancing our business. Remember, we are always there to guide and assist you.

Another critical component of customer experience is showroom décors and ambience. This includes the exterior of the showroom and the interiors that will all act as a mirror of your offerings as well as reflect your commitment to customer service. As a guide to help you, we have developed the SPRUCE UP manual to help you redefine your store's ambience. This effort is to continuously innovate to help you achieve better customer experience and increased sales.

I look forward to hearing from you on this initiative. All your suggestions, ideas and views are welcome. This will help you and Godrej Interio achieve the pinnacles of success.

Wishing you all the very best for the coming season.



Anil Mathur  
C.O.O. Godrej Interio



## THE NEWS INSIDE

### CHANNEL PARTNER NEWS - BRINGING YOU CLOSER

#### Pragati Program – East And North Zone



### GREEN EDGE - OUR CONTRIBUTION TO SAVING THE PLANET

#### Recycling



### PRODUCT MANTRA - THE SECRET TO SUCCESS

#### Ascent



### SHOWCASE - ONLY AT GODREJ INTERIO

## PRAGATI PROGRAM – EAST AND NORTH ZONE

Pragati training for WD owners was conducted for the North and the East zone in Q1 and Q2. 20 Dealer principles from both the zones participated in the training session.

The training started with sharing of the annual business plans and the institutional business objectives by Mr. Naresh Tahiliani (GM Marketing Seating) and Mr. Sameer Joshi (GM Marketing DOS). The training covered new introductions in the institutional product range and manufacturing plant visits to 13 and 14 that helped them understand the various manufacturing processes in detail. The new initiatives, Spruce Up & Club Eminence, were introduced to WDs and there was also a reminder training on the usage and features of DRDS.

Additionally, an entrepreneurship development programme was conducted by our external faculty Mr. Vijay Gupta. The WDs were asked to analyze themselves, assess their capabilities and build their entrepreneurial skills.



## WHAT'S NEW ON DRDS

### DRDS Competitor blog

Information on competition is one of the key success factors to win and stay ahead in any business scenario. None other than our channel partners know the pulse of the market scenario better. Hence, to collate information on competition, we have launched “Channel Partner Competition Blog” in DRDS. Information that we get from various channel partners can now be shared on a common platform and accessible by all.

Through this blog, dealers can share information on competition in any format be it photographs, PPT's, word documents, catalogs etc.

**Add 2 posts of relevant information on our competitor blogs before 31st March and await a surprise!!**



## SERVICE TRAINING

Interio service conducted a service training program at Kolkata branch on 18th & 19th October 2011.

Day 1 was dedicated to the dealer principles. 11 dealer principles attended the service training program. The training kick started with making dealers understand the value of good and prompt service to customers, rising customer expectations, changes within the organization and our expectations from dealers for continual upgradation and improvements.

A presentation was given by Mr. Ravi Menon where he explained the various service deliverables in terms of FRT/ CCT and FTF, various ways to enhance customer satisfaction and improve service levels. Opportunities of revenue generation were also discussed with the dealers.

Mr. K. T. George conducted a soft skills training for the dealers on self improvement areas in customer service. A video on examples of good and bad customer complaint handling was also shared with the dealers.

Day 2 was for the dealer service technicians. The participants were trained on the importance of customer satisfaction. Thereafter, Mr. K. T. George taught them how they could upgrade themselves by making themselves more visually presentable in front of the customer, being punctual, adept in problem resolution, bring fairness in interactions with various customers and through improvement in overall customer satisfaction. Roleplays were done for the various situations on how to deal with customers for handling various issues. Videos were also shared with the participants to facilitate the same.

### RECYCLING

Recycling as a concept, has been around for thousands of years as it was the best possible way to reuse the materials that are no longer needed or suitable for its initial use.



However, it was not given its due importance till sometime back. With rapid industrial growth has come a scarcity in natural resources. From the seas of landfills, it is clear that recycling is the need of the hour.

“**Recycling** is processing of used materials (waste) into new products to prevent waste of potentially useful materials, reduce the consumption of fresh raw materials, reduce energy usage, reduce air pollution (from incineration) and water pollution (from landfilling) by reducing the need for conventional waste disposal, and lower greenhouse gas emissions by preventing virgin production.”

It is usually difficult or expensive to get the fresh supply of same material after recycling, so usually they are reused in producing some other material, like paperboard from paper. When it comes to furniture, it was not very popular earlier as they were passed on through generations. However, with changing lifestyles, furniture has come in the disposable category where its 'perceived usable life' has sunk to as low as 3-5 years. This leaves our mother earth with a lot of waste to deal with.

Our research shows that to furnish 100 sq.ft. of office, we require approx. 93 kg of raw material which comprises 46kgs of wood base boards, 23 kg of steel, 8 kg of aluminium and 11 kg of packaging material. The space likely to get furnished in the coming year is estimated to be 40 million sq.ft. Amount of raw material

required will be  $40 \times 0.93 = 37.2$  million kgs. After its lifespan of 5 years, what is likely to happen to this material in absence of the recycling industry? Well, about 45% of the material will be in landfills.

Hence, it is becoming increasingly important for the manufacturers to take the extended responsibility of their products. Green designs, green materials, green processes and finally green products is what has been the norm till today. But to complete the lifecycle, recycling is important as it closes the loop making it a 'cradle to cradle' approach in true sense.

#### GODREJ INTERIO'S WECYCLE PROGRAM

Godrej Interio 'Wecycle' program is a recycling service launched by Godrej Interio for all its retired home and office furniture products with no bar on quantity. The furniture is meticulously processed and transformed into raw materials for other products.

#### How we do it

Materials	Method	Probable and Applications
Wood	Segregation, Shredding, Pyrolysis	Fuel
Metal	Melting	Metal
Plastic	Chopping and Melt processing(granules)	Bottles, buckets
Foam	Shredding	Mattresses, oil spill absorbents
Fabric	Shredding, Reuse by stitching	Clothes, oil spill absorbents
Packaging	Reshredding, Pulping	Newspaper, tissue bags

With Wecycle, Godrej Interio's green effort is finally complete, accepting full responsibility for the environmental impact of all its products. Clients can now ensure that their waste furniture is responsibly recycled and acquire brand new eco-friendly furniture in one step.

### GAIN



With space being the leading concern, smart storages that ensure optimum utilization of every bit of space is the need of the hour, be it floor-to-ceiling vertical space or wall-to-wall horizontal space. Presenting Gain, which puts your free wall space to better storage use and liberates your workspace. So, you effectively gain space with no extra cost. Whats more! Its a three-in-one storage which takes care of readily accesible storage needs and your archival storage needs.

And, with its main and add-on concept, it takes care of your anticipated storage needs as well.

#### Features:

1. Overhead Storage Unit allows optimal use of floor-to-ceiling vertical space
2. Concept of main and add-on units allow use of full width of the available wall-to-wall horizontal space
3. Widths ranging from 400mm to 1000mm allow the flexibility to use small as well as large spaces optimally
4. Option of wood and metal doors add to aesthetic appeal
5. Adjustable shelves allow creation of preferred internal space size for customized requirements

### PIGEON HOLE

An all wood open storage with easy access. The concept of main and add-on helps you use it as per your needs and space availability. Suitable for use in libraries and mail rooms, it facilitates organized storage.

#### Features:

1. Easy to assemble
2. Range: 6 and 4 feet
3. UDL of 20kgs
4. Available in one color only



## ASCENT



**ASCENT**, our all new wood desk which makes charge towards growth an enjoyable one. With ample storage and concealed wire management, it makes working a pleasure. It is a combination of an executive desk, side unit and a pedestal.

### Features:

1. Ample Storage space with a 3 drawer pedestal under the main desk and an HDU and open storage space in the side unit
2. In-built option of wire management
3. Keyboard / utility tray for the main desk.

## NOVITE CHAIR WITH ROSA TABLE

NOVITE .... comes like a breath of fresh air. This coolest new entrant from Godrej Interio is lightweight and compact. And, its '0% Screw' design & UV Resistant PP material makes it ideal for both indoor and outdoor usages in office cafeterias, coffee shops, break out spaces, home terraces and balconies.

### Features:

1. 100% polypropylene and hence 100% recyclable
2. UV resistant material and comes with 1 year colour stability warranty
3. Light weight & compact design making it easily stackable
4. Impact and heat resistant and hence durable, cracking resistant and ensures low moisture absorption



## GEMINI

Introducing Italiano inspired chair from Godrej Interio. The chrome finished frame and sleek durable plastic seats make it appropriate for multiple areas... be it break out areas, cafeterias, homes, and wherever temporary seating solutions are required...

Its styling and detailing add a touch of class and sophistication to the space where it is used. There's no way you can go wrong with it.

### Features:

1. Italian design
2. PP seat and back for the right body support
3. Sleek chrome plated body frame
4. Anti-finger jammed design





## SPRUCE-UP

### 3D VISUALIZATION - EXISTING STORES



AREA OF STORE - 1000 sq.ft.

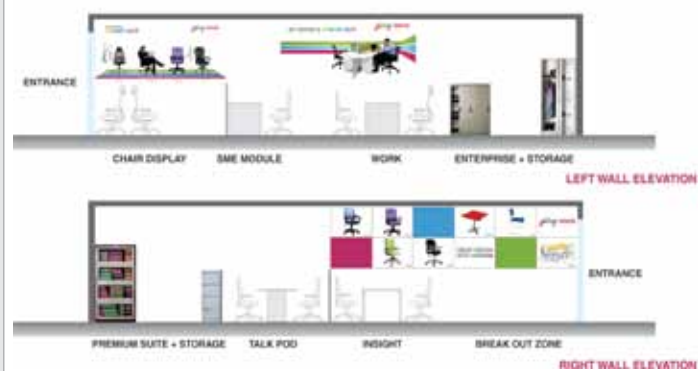
We would like to introduce you to our latest initiative - **SPRUCE UP**.

The seed of this idea has come from our inherent desire to continuously innovate and upgrade our robust channel network.

Extending Godrej Interio's philosophy of brighter living; we want our channel to reflect it through their showrooms to our customers, whether it is in terms of the store ambience, latest products display or service levels.

### LAYOUT OPTIONS - ELEVATIONS

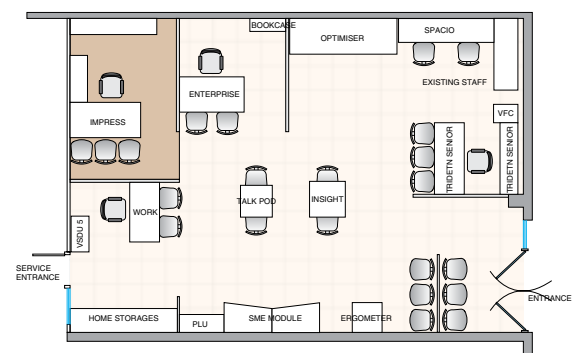
STORE SIZE 750 sq.ft.



The main objective of **SPRUCE UP** initiative is :

- Provide a platform for our channel partners to enhance the look and feel of their showrooms and propel sustainable growth
- Give direction to channel partners in basic visual merchandising
- Standardize display of institutional partners at dealer outlets
- Ensure the display of new products to improve brand image of Godrej Interio

### EXISTING STORE LAYOUTS



AREA OF STORE - 1000 sq.ft.

## NEWLY SPRUCE-UP SHOWROOM



M/s Handa & Chopra, Chandigarh, Punjab



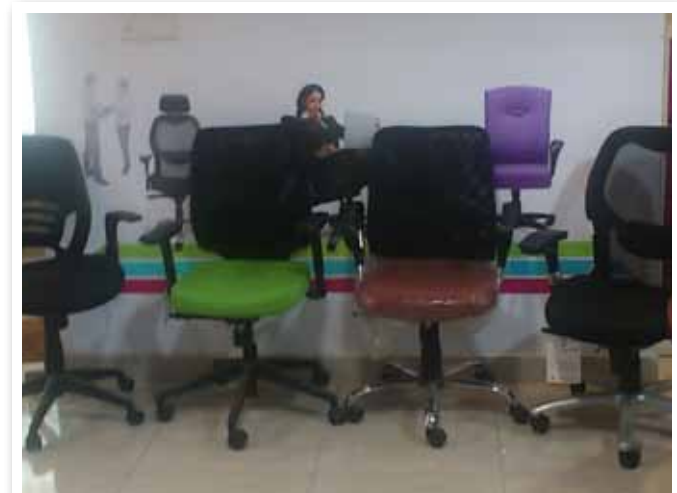
M/s Geejgadiya, Jaipur, Rajasthan



M/s Jodiawala, Jamnagar, Gujarat

The manual has outlined all aspects in a detailed and comprehensive manner. Do feel free to contact us if you have any queries.

We hope you will make the most of this opportunity and utilize this manual to enhance the overall ambience of your outlet and create a good brand experience for the customer.



M/s Sarada Agencies, Chennai, Tamil Nadu

# KNOWLEDGE BOARD

## BEST PRACTICES OF THE BEST- RUN SALES TEAMS

### Planning for sales growth!

Leadership teams in today's strongest sales groups have discovered best practices to achieve exponential results. Sales managers and sales team are continually challenged to increase their sales volumes and margins in a growing and dynamic market. Sales teams are routinely stretched to widen territories and the customer base.

### Determining the Right Customers

Determining which customers to pursue and qualifying your customers are essential steps for effective sales activities. But how do you know which customers to focus your effort on?

#### To determine which customers to focus on, you should:

- Analyze the territory to quantitatively determine where your best opportunities exist
- Plan for the opportunity to gain a greater understanding of the customer and potential opportunity
- Make customer information/ data visible to sales teams via a customer database
- Quantify the value your customer gains from the relationship with your company in comparison to the cost of your product
- Analyze the information from sales teams to dramatically improve the company's understanding of both the customer and market

### Planning the Sales Cycle

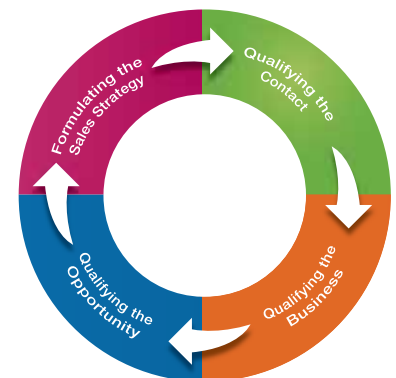
Best-run sales teams are effective at determining who their best prospects and customers are by working effectively with their customer contacts to build a broad information base on customers.

#### Essential elements in the sales cycle include:

- **Qualifying the contact** to understand how to best approach the opportunity. What is the contact's buyer type? How are buyers evaluated in their performance, and how can the seller match the sales strategy to the buyer?
- **Qualifying the business** to understand the opportunity both by products and financial viability.
- **Qualifying the opportunity** to understand the value for both companies. How does it fit into each company's competitive landscape?
- **Developing the sales strategy** based on a comprehensive understanding of the customer, the opportunity, and the effect of the opportunity on the selling company. Furthermore, what resources are needed to achieve success?

Opportunities need to be discovered, developed, and cultivated to reach their full potential. It's important to close deals, but they have to be the right deals. Deals that are a good fit for both customer and supplier can ensure the long-term success of both parties.

Blueprinting the Sales Cycle



Understanding your customer and maintaining and sharing a customer data not only provides your sales team and sales managers with actionable information, but it can provide significant value to the entire organization.



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Please send your feedback through DRDS by following the steps shown below:

