

Hari Industries **The Dilemma of New Business Opportunity**

Introduction:

In the ever-evolving landscape of business, opportunities for growth and expansion are constantly presenting themselves. One such opportunity has recently come knocking on the doors of Hari Industries, a renowned player in the market. This blog post delves into the dilemma faced by the company when considering a new business opportunity and explores various aspects such as sales organization structure, competencies in the sales team, and the process of evolving a position description document.

Section 1: The Opportunity: To Consider or Not?

When a new business opportunity arises, it brings with it a mix of excitement and uncertainty. Hari Industries finds itself at a crossroads, pondering whether to embrace this new venture or stick to its existing operations. This section discusses the various factors that need to be considered before making a decision, including market research, potential risks, and alignment with the company's long-term goals.

Section 2: Hari Industries - The Current Sales Organization Structure

To make an informed choice about the new business opportunity, it is crucial to evaluate the existing sales organization structure. This section provides an overview of Hari Industries' current sales structure, highlighting the roles and responsibilities of the sales team members, from salespersons to sales managers. Understanding the strengths and weaknesses of the current structure is essential for determining the feasibility and potential impact of the new venture.

Section 3: Competencies in the Sales Team - Salesperson and Sales Manager

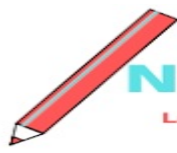
Competencies play a vital role in the success of any sales team. In this section, we explore the key competencies required for salespersons and sales managers in Hari Industries. From effective communication skills to strategic thinking and relationship building, identifying and assessing these competencies will aid in assessing the readiness of the existing team to take on the challenges presented by the new business opportunity.

Section 4: Evolving a Position Description Document

As Hari Industries contemplates diversifying into a new market, it becomes imperative to define the roles and responsibilities of the sales team members in this context. This section delves into the process of evolving a position description document that outlines the expectations, goals, and deliverables for each role involved in the new venture. A well-defined position description document ensures clarity and sets the foundation for success in the face of change.

Section 5: The New Business Opportunity - Sales Force, New Market, SMSE, Diversification

Finally, we turn our attention to the new business opportunity itself. This section provides an overview of the target market, the potential sales force required, and the challenges associated with entering a new market. Additionally, the concept of Sales Management and Sales Execution (SMSE) is explored, emphasizing the critical role it plays in the success of diversification efforts.



Conclusion:

In conclusion, the dilemma faced by Hari Industries when considering a new business opportunity encompasses various factors that need careful evaluation. From the existing sales organization structure and competencies in the sales team to the process of evolving a position description document, every aspect plays a significant role in making an informed decision. By thoroughly analyzing these aspects, Hari Industries can navigate the challenges and seize the opportunity for growth and diversification.

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