ACE CLOUD HOSTING

Project report submitted in fulfillment of the requirements
for the Degree of

BACHELOR OF TECHNOLOGY
IN
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ENGINEERING

By

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DECLARATION

I hereby declare that the work reported as project report entitled "**ACE Cloud Hosting**" submitted at **Jaypee University of Information Technology, Waknaghat**, is an authentic record of my work carried out under the supervision of **Mr. Mohit Jain**. This work has not been submitted anywhere under any other degree.

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ACKNOWLEDGEMENT

CHAPTER – 1

INTRODUCTION

With over a decade of experience Real Time Cloud Services LLC dba Ace Cloud Hosting is working in the capacity of delivering Managed IT Services with a major focus on hosting your daily business applications over a cloud server for smoother operations. Our private cloud server gives you a complete freedom to host almost any business application ranging from accounting applications to business suites with blazing speeds.

Each enterprise has its own way of using and implementing a software. At Ace Cloud Hosting we understand this and offer efficient solutions for enterprises of all sizes. We specialize in designing custom and common workplace with respect to your business needs over the cloud. Whether it's a web-connector, or an integration with a time tracking tool, payroll and/or any other add-on, accounting, legal or tax application/software, we have got you covered!

As Intuit Authorized Commercial QuickBooks host, we offer an unbeatable QuickBooks experience on cloud helping you and your clients save allimportant billable hours. With anywhere, any device access and a server that doesn't go down more than 4 hours in a year we long to keep you connected, always. At Ace, we leverage latest technology trends to bring out the best to you!

Not just QuickBooks, Ace's services can be used for any Windows based application like Sage, Drake, ATX, Amicus or Lacerte and their integrations with Email Exchange, Outlook, Web-tools, Add-ons and business suites like MS Office, Office 365 and/or CRMs. Currently, we serve cloud needs for Accounting, Tax, Real Estate, and Legal industries.

1.1 DATA CENTER PARTNERS

Data Centers play a vital role in maintaining the servers in a secure facility which ensures stability, availability and agility, all at once. Hence, it is important for any cloud business to select a host for its server environment in a well-equipped facility. With a never-settle-

for less attitude and a will to improve constantly, Ace Cloud Hosting partners with best in-class data center facilities to make sure your data is always secure and available.

Ace Cloud Hosting commands expertise in offering tailor-made-completely-managed hosting servers over the cloud. The company meets cloud demands in over 10 countries and is still expanding at a pace better than ever. To deliver such customer excellence and quality servers, Ace Cloud Hosting strategically partners with top giants like Microsoft, VMware and Intuit. Just like its strategic partners, Ace Cloud Hosting partners with top end data center facilities across the globe to make sure your services are consistent and accessible always. Steadfast – Chicago, IL S

1.2 DATA CENTER SECUIRTY

Physical Aspects and Security

The importance of physical security is comparatively easy to relate to. Often in movies we watch the bad guys would break into a secure facility and hack the servers by some means. These secure facility are essentially the data center facilities that host servers and all our data. For instance, the 2004 action-packed movie Live Free or Die Hard starring Bruce Willis portrays a data center facility meant to back up the nation's entire personal and financial records in the event of a cyber attack. The facility was later breached and all the personal and financial data was copied to an external drive.

Hence, while it is important to secure data from various virus attacks and hack attempts, it is absolutely necessary to enforce a fool proof physical security system to make sure that Data Center access is limited to only authorized personnel.

Network Aspects and Security

It is almost needless to say how important is network security. DoS attack or denial-of service attack is a cyber-attack intended to cause temporary or permanent outage. This is caused by flooding the targeted machine with millions of ingenuine commands so that the legit ones doesn't go through. If the origin of such obnoxious commands is dynamic, it is called distributed denial-of-service attack or DDoS attack.

DDoS are constantly rising, its protection is now a necessity. Similarly, the need for Intrusion Detection and Protection is now more than ever. Ace Cloud Hosting makes sure to implement reliable, trusted and industry standard network practices to maintain optimum availability and top-notch security for your data and applications.

ACE holds niche expertise in hosting accounting applications. We can integrate all QB approved 200+ add-ons. Along with that, our Custom Cloud Solutions can help you with all possible integrations, with:

- Custom and Managed Integration
- Zero-cost for Private Server with Multiple Apps
- Free Integration Support

ACE unlocks the power of High-Performance Computing (HPC) to deliver agile and speedy accounting experience on the cloud with features, like:

- 99.999% Uptime Guarantee
- SSD-based Storage
- Low Expense, High Efficiency
- Less Than 2 Seconds of App Load Time
- Disaster Recovery (DR) and Business Continuity (BC)

ACE ensures that your accounting operations remain uninterrupted as we rely on redundancy at multiple levels:

- Hard Disk, Servers, and Data Center
- Switch and Network
- Security
- Firewall
- Power Sources and Fuel

ACE's dedicated security team makes sure every bit of your data is as secure as it gets by deploying 3 layers (Physical, Network, and Endpoint) of protections, like:

- Antivirus and Anti-malware Security
- Network Isolation

On-Demand Security:

- VPN

- IP Restriction

- Multi-Factor Authentication

Integrations:

- Brute Force Protection

- DDoS Protection

Solutions Experts at ACE: Our experts work together with you to help you build the whole cloud experience and educate your team on best practices and guiding principles for a successful workspace:

- Free Solutions Consultancy

- Available 24x7x365 (Even on Weekends and Holidays)

- Completely Managed

- Free Setup, Migration, and Maintenance

Our Methodology to Approach a Request:

01   Assess

02   Plan

03   Deploy

04   Optimize

Determine the use case and explore high-level solutions.

Plan the architecture along with customer Deploy and realize the solution in production.

Continuously improvement with our technologies and services

CHAPTER – 2

REVIEW OF LITERATURE

Cloud computing has gotten expanding enthusiasm from ventures since its commencement. With its inventive data innovation (IT) administrations conveyance model, distributed computing could increase the value of ventures.

In any case, cloud computing presents very concerning inward (e.g., Top administration and experience) and outside issues (e.g., guidelines and gauges). This paper exhibits a deliberate writing audit to investigate the present key issues identified with distributed computing appropriation.

Cloud computing Implementation Processes. These include forms that endeavors regularly pursue to receive distributed computing alongside the obligations and difficulties looked in each procedure: Evaluation. This contains (1) expenses and advantages, sway on individuals and work rehearses, (3) inward preparation, and (4) cloud supplier determination. Before distributed computing appropriation, the top administration is in charge of assessing the undertaking's appropriateness for receiving distributed computing just as the reasonableness of distributed computing for the endeavour.[1,2,14]

This incorporates assessing the expenses and advantages related with distributed computing in the long and present moment, for example, benefit, contrasting the income created from the company's IT assets with the income anticipated from distributed computing, ROI, cost of relocation and combination, cost of execution, and shrouded costs, for example, backing and calamity recuperation. [5]

Assessing the effect of distributed computing on individuals and work rehearses is likewise an absolute necessity, as it might change its job staff and expect them to get new ranges of abilities (i.e., a few employments might be combined). With respect to affect, boss data officers (CIOs) may feel they are in danger of losing importance and, to conquer this, CIOs should add to business methodology and data the executives, which requires an adjustment in culture and aptitudes over the venture driven by CIOs [7].

Further, distributed computing is contended to have a vocation importance sway, that is, the degree to which distributed computing improves the undertaking's status and everyday activities and gives administrations appropriate to representatives' employments with the goal that they have power over their work and complete their assignments rapidly [24].

Assessing the inward preparation of the undertaking, existing IT framework and IT HR, for receiving distributed computing —regarding having adequate and dependable assets to help the utilization of distributed computing just as proper learning schedules and execution measures is contended to empower the appropriation of distributed computing [17].

Choosing the cloud supplier dependent on the cloud supplier's capacity to give strong security controls, the venture's comprehension of issues identified with the power over the information, the kind of administration model required, and the apparent cloud supplier's genuineness, notoriety, and manageability. Evidence of Concept. This involves trialability and seeing advantages and dangers [16,9,10].

Trialability is found to positively affect the reception of distributed computing. Attempting cloud administrations preceding the genuine appropriation to assess its pertinence for the venture is probably going to persuade the undertaking to embrace distributed computing [19].

In this procedure, persuading undertakings to receive distributed computing can be affected by how they see cloud administrations. There is a wide concession to the critical impact of the apparent advantages and dangers on the appropriation of cloud administrations [22,23,24].

A Literature Review on Cloud Computing Adoption Issues in Enterprises. This is moderately in accordance with a study's discoveries that the administration's view of security, cost-adequacy, and IT consistence are probably going to significantly affect the choice to embrace distributed computing. [11,12] Distributed computing brings a lot of advantages that are generally persuading for endeavours to embrace it. This incorporates cost investment funds, nimbleness, adaptability, usability, versatility, encouraging joint effort between colleagues, less operational exertion on CIOs, and expanded efficiency [7].

Indeed, even with all these luring benefits, some SMEs are as yet negative about embracing distributed computing administrations. [18] SMEs are worried about different sorts of dangers:

• Organizational dangers, which spread the danger of merchant lock-in just as the loss of administration inside the endeavour.

• Technical dangers, which incorporate information spillage, loss of information, personal time, information bottlenecks, and digital assaults.

• Legal dangers, which incorporate information security guidelines and permitting issues.

• Nontechnical dangers, which allude to the abuse of cloud administrations and cataclysmic events.

• Performance dangers, which are basically that the moving of tremendous measures of information to cloud servers takes quite a while, and while moving further in the appropriation, this will require expanded transfer speed and availability, which is exorbitant.

Along these lines, advantages and dangers saw from attempting cloud administrations will help undertakings to choose whether to receive or not to embrace distributed computing.
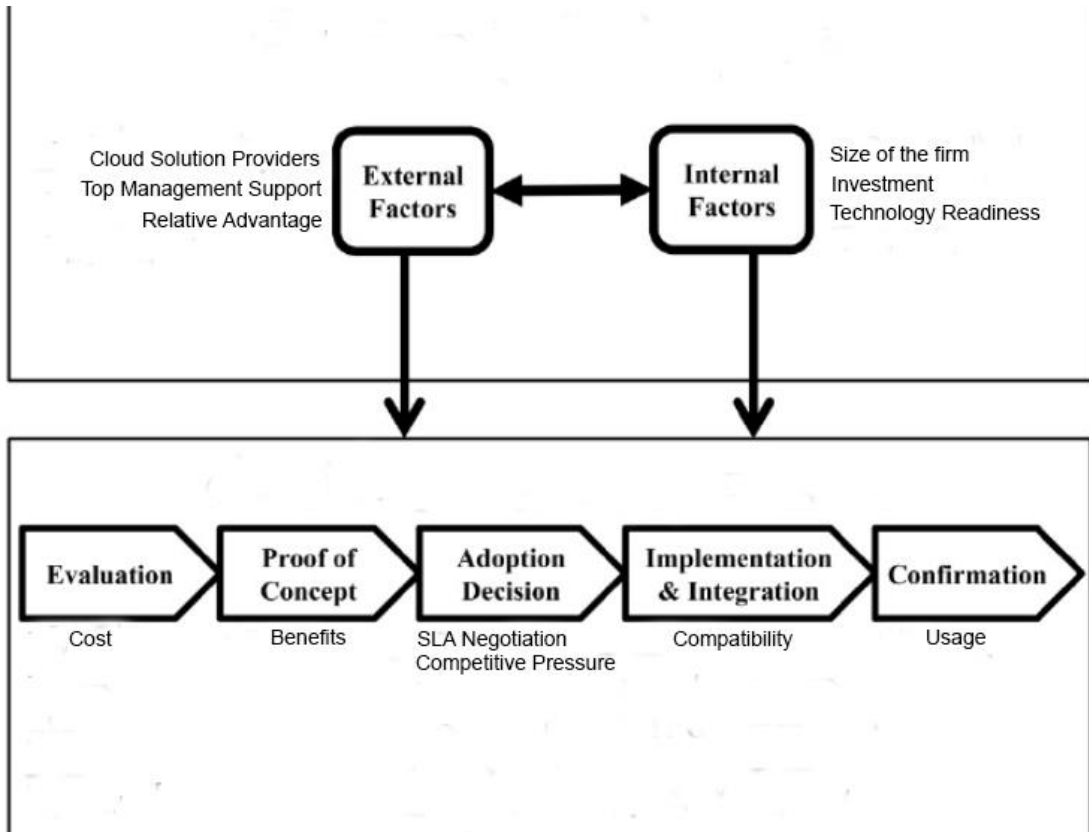
Figure 2.1: Cloud Computing Adoption Process

Reception Decision. This procedure involves: (1) distinguishing business needs, (2) deciding criticality, (3) assessing vital esteem, (4) execution arranging, (5) choosing the administration model, (6) sending model determination, and (7) contracting and SLA exchange [13,3].

When choosing to receive distributed computing administrations, the top administration is engaged with the accompanying exercises: assessing center business needs and skills (i.e., speedy reaction to showcase changes and expanding efficiency), deciding criticality as far as what information and applications should move to the cloud (i.e., basic versus

noncritical information and applications), assessing the vital esteem that mists registering may convey to the venture, for example, spryness by conveying solid coordination IT capacities, process the board development, and decreased operational weight on CIOs so they can concentrate on vital exercises, anticipating execution of distributed computing frameworks regarding the administrative time required to plan and actualize cloud arrangements was not risky, while the issue was the making arrangements for usage of explicit organization models that suit the present applications) [14,12,3].

Besides, appropriation choice procedure includes choosing the correct administration model (i.e., SaaS, PaaS, IaaS, or joined decision) that best meets the venture's requirements, choosing sending models dependent on the affectability of the information and applications, on the off chance that the information and applications are resolved to be centre, at that point they ought to be sent on a private cloud, and on the off chance that the applications are resolved to be noncore, at that point they ought to be conveyed on an open cloud, though another examination recommends the center information and applications ought not be conveyed on the cloud at all [5,9,13].

At long last, the appropriation choice is subject to arranging the cloud administration contract and SLA arrangement [24,2,6].

CHAPTER - 3
INBOUND SALES: HOW TO CLOSE AND NEGOTIATE

Drawing from my own experience, I know that a lot of sales reps have room for improvement when it comes to asking for someone's business.

For example, at the end of an exploration or sales process, I often hear sales reps say something like "Well, what did you think? What are the next steps?"

This often ends with the prospect saying something like "It was great, but I need to circle back with the team and see where we go from here." Then the chase begins.

But what if the chase didn't have to happen? Or what if it happened less often? What would you do with all that extra time?

3.1 THE INOFFENSIVE CLOSE

As you approach the final stages of your exploration or sales process, use this line of questioning to assert your knowledge, confirm it with your prospect, and prescribe the next step. This technique works particularly well with the "S" (Steadiness) and "D" (Dominance) personality types from the DiSC behavioral assessment.

First, recap what you know: "Based on everything we discussed, I see four major areas that we can help with through a partnership: Improve your internal marketing, consolidate tool sets and improve efficiency, expand services down the funnel and grow retainer revenue, and do some training with your team.

If your prospect says no, ask the following four questions in order:

1. At this point, do you feel like I have a good understanding of your business and what you're trying to achieve?

3. Do you believe the plan we've laid out will get you to those goals?

3. Do you have any alternative plan to achieve those goals?

4. Assuming the [demo, presentation, etc.] meets your expectations, do you want our help by partnering together?

The last question secures the close, without coming off as aggressive or pushy.

3.2 THE "1-10" TECHNIQUE

The "1 to 10" closing technique works particularly well with prospects that fit the "I" (Influence) and "C" (Conscientiousness) personalities from DiSC.

It is designed to help the prospect fully weigh the benefits and drawbacks of working with you.

As you approach the conclusion to your exploration or sales process with a prospect, ask the following question:

So, [Prospect Name] on a scale of 1 to 10—1 being 'we should end the call' and 10 being 'sign me up now'—where would you say we are at this point?"

If the prospect says 6 or lower, something went wrong in the earlier stages of the sales process, and you need to go back and retrace your steps. However, if they name a number higher than 6, follow up with this question:

Huh, I'm surprised you chose a number that high. Why did you choose it?"

By asking the prospect to explain their high number, you're prompting them to elaborate on the benefits of working with you. After the prospect finishes listing benefits, you'll then want to get them to outline their concerns so you can address them.

Here's how:

Huh, those sound like some pretty strong reasons to work together [paraphrase their reasons back to them]. But now I'm even more confused. Based on the reasons you gave, why isn't your number a 10?"

At this point, the prospect will start giving you their objections or concerns, and you should take time to walk through them thoughtfully and carefully.

After all outstanding concerns or objections have been addressed, ask:

Now that we've talked through your hesitations, has your number changed at all?"

If their number is still not a 10, deliver the following line:

Okay, I understand you still have some hesitations. Earlier you shared [benefits of working with you]. Then you also shared [objection]. Comparing the benefits and risks side by side, do you think the benefits of working together outweigh the risks?"

If they say yes, proceed to final contract terms. If they say no, the deal goes to closed-lost. Either way, you've brought the process to a close.

3.3 THE PERFECT CLOSE

This last one isn't really a technique, but rather a way for you to determine how well you ran your sales process.

If at the end of a goal setting call, presentation, or demo—before you say anything—the prospect says, "Okay, how do we get started?" that is the sign you have run a flawless (or near flawless) sales process. The prospect is so bought in that they are asking you how to buy.

How do you get to this point? Continuously focusing on all the stages that precede the closing call and executing with precision every step along the way.

Strive to build a sales process so strong that you never even need to use a closing technique, and your quota will be within your reach month after month.

3.4 FACING REALITY

The equivalent of an ocean sits between knowing how to close and doing it with proficiency. To be an effective inbound seller, you also need to know how to handle resistance, objections, and points of negotiation that you will almost inevitably face along the way.

While you can teach anyone to employ the closing strategies outlined here, teaching negotiation is far more difficult because there are simply so many ways in which a business may try to negotiate with you.

Unfortunately, many reps struggle significantly with this step, often unnecessarily. They just aren't provided the coaching they need to finish off a sales negotiation properly. It's not their fault.

They're used to seeing negotiation tactics that revolve around outdated or vague methods. To confirm this, I did a Google search for "How to negotiate a sales deal."

I'll save you the extra reading time and share the highlights of what I reviewed here. Keep in mind that I don't necessarily endorse or agree with these techniques, I'm simply providing a synopsis of what I found in the first page of the search results.

My commentary on the extent to which I agree or disagree with each piece of advice is contained in the sections that follow.

3.4.1 CONVENTIONAL SALES WISDOM #1:

"Never negotiate with influencers"

This one is straightforward, but you don't always have complete access to decision-makers during the entire sales process. In addition, there is typically more than one decision-maker in any given sale, and the influencer may be one of them.

I agree that negotiating with the influencer or influencers alone is probably not going to drive the results you're looking for, but the influencer can be your champion to tip you off or coach you on what types of points need to be addressed in the contract signing process. Don't count this person (or these people) out.

3.4.2 CONVENTIONAL SALES WISDOM #2:

"Never be the first to make an offer**"**

I also understand where this one is coming from, but I could make an equally valid argument as to why you should be the first one to make an offer.

If you know you need to negotiate around price to get a deal done, then in my opinion you're better off setting the range—referred to as "anchoring"— rather than letting the prospect set the range.

The key to this is starting the range low, using dollar figures or percentages—whichever appears more powerful or substantial.

For example, a 5% discount may sound like a slap in the face, but if you're negotiating a sale for a $100,000 per year product that equates to $5,000 annually—an amount that carries far more weight than 5%—then you're in a much better negotiating position.

3.4.3 CONVENTIONAL SALES WISDOM #3:

"Understand the difference between"

This is probably my most favorite point raised by the team at InsightSquared. In effect, they define a trade-off as a give/get.

For example, if you offer a 5% discount then the prospect will sign their contract two weeks earlier than planned. However, a concession is one-sided.

In the same scenario, the prospect may demand a 5% discount or threaten to take their business elsewhere. Because the prospect is viewing you as a commodity in this second scenario, either something went wrong in the sales process itself, or you're potentially dealing with a poor-fit potential new customer that's going to cause a lot more problems down the line.

Walk away from people like this.

3.4.4 CONVENTIONAL SALES WISDOM #4:

"Never start negotiating too early"

Again, a straightforward principle. No further commentary needed. Negotiations should not begin until you have finished the soft close or inoffensive close. In other words, don't start negotiating unless you have an agreement, at least in principle.

3.4.5 CONVENTIONAL SALES WISDOM #5:

"Offer the ultimate package early"

When I read this piece of advice, I think I understood where the author was coming from, but it was poorly communicated. In effect, I think they were trying to talk about how much the product or service with the most bells and whistles costs.

However, I completely disagree with proposing a product, service, or solution that your prospect does not need. This not only completely undermines your credibility as a rep, it sets your prospect up for a poor experience.

The "ultimate" product may offer functionality or services that the prospect simply does not need or is not at the point where they'll truly get more value out of it than what they paid.

In addition, because of the oversell, you're setting the services or account management teams at your company up for disaster. Do not do it.

Instead, when it comes time to recommend the product or service, inbound sellers recommend the right product or service for their prospect and make sure they can stand behind why they're recommending it.

Your prospect will appreciate this even if it's more than they were expecting to pay. Setting a range early in conversations will also help. For example, quoting a price by starting with the highest and moving back down to the lowest reverses the psychology of price negotiation.

It gets "better and better" (to the prospect) as you go because you're coming down to lower and lower levels of pricing instead of causing them heartburn by going in the opposite direction.

3.4.6 CONVENTIONAL SALES WISDOM #6:

"Be prepared to walk away and use silence to your advantage"

The last tactic that stood out to me revolved around walking away, or just saying nothing at all. However, these two methods are completely different (walking away from a sale vs. staying in the sale and using silence). Let's take a closer look at each.

First, being prepared to walk away from a negotiation and delaying a close are completely different notions, yet many reps tend to conflate the two.

For example, you might offer a concession on price or payment terms if the prospect can sign the contract by a certain date or time.

Observing this specific method anecdotally over the years, I'd say that about half the time the contract is signed within the stated timeframe, half the time it is not. When it is not, the prospect usually comes back asking for "just one more extension."

At this point, the sales rep has a bit of egg on his or her face but is almost always able to get the contract window renewed.

This is just a reflection of an incomplete sales process or a misunderstanding of the steps the prospect needed to go through to purchase your company's products or services.

It is your job to help them navigate their own buying process. Unless you are a rep with only a few months' experience, you should have seen many transactions successfully completed and you should be better suited to coach your prospect through their own buying process even though you don't even work at their company!

Walking away from a deal, on the other hand, is a completely different idea. It doesn't mean you're going to walk away entirely if a prospect missed signing your contract within an allotted timeframe.

Instead, this may mean making a judgment call somewhere in the sales process that the prospect is not a good fit for your company's business model.

Unfortunately for the seller and the prospect, this sometimes happens very, very late in the sales process during negotiation.

A common example of this may include a prospect that drags you and your company through an abnormally long due diligence process, asks to redline terms and conditions beyond standard contract adjustments, or demands abnormally extended security or background tests or checks.

A proficient inbound seller should be able to flag these potential issues early, but we're human and don't always nail this. It's also easier for me to say it while quietly writing out these ideas rather than being under the live fire of a negotiation on the last day of a month or quarter.

Regardless, once these issues are identified—namely, that the customers' demands fall outside 90 to 99% of all other prospective customer requests -- a rep should be prepared to walk away from a deal entirely.

Assuming a company is compensating its reps the right way, then the rep should have every incentive to walk away from the deal because it will be problematic not just for the company, but also their wallet.

Lastly, using silence is far more powerful than most reps may give it credit for.

Specifically, and again anecdotally, I have experienced and observed many prospects literally talk themselves into -- and then straight out of -- tough demands during a negotiation, solely because the sales rep has not responded whatsoever.

While I'm not a psychological expert by any stretch of the imagination, I suspect it is related to the simple fact that few people are truly comfortable with silence.

So, my advice here is simple:

When in doubt, stay silent. Hit your mute button on your phone if you just can't keep your mouth shut. Watch at least ten to twenty seconds count off on the phone and I guarantee you'll reestablish control of the conversation."

CHAPTER - 4

PRODUCT KNOWLEDGE

Definition of product- product can be a tangible item, a service, a combination of a person, a country or an idea and a product is a bundle of attributes, benefits and values.

Understanding customer is important before we offer the product because the product has to meet with the customer desires and the aspiration.

Consumer knowledge is the subset of the total amount of information store in memory which is relevant to product purchase and consumption.

This information and this knowledge influence the purchase decision of the customer. The level of the customer knowledge must be understood and, the levels of the product knowledge and the customer, both are important because you have to understand the customer before you offer the product.

The idea where Information is given to you is
- more abstract
- less abstract

Try to emphasis on the concepts which becomes more tangible of the offerings.

The abstract part and the less abstract deal with
- product class knowledge
- product form knowledge
- brand knowledge
- Model and the feature know

So, we must imbibe the customer values and knowledge in such a way that the knowledge is built up by the combination of the attributes benefits and the values put together which we have shown you in this model.

The types of customer knowledge are important. You must satisfy customer by giving the benefits so as to increase the product.

- Knowledge - types of the product knowledge given to the customer.
- Bundle of the benefits
- Value satisfaction given to the customer.

The product must support all the attributes. In order to enhance the value given to the customer.

Attributes are the characteristics of the product like you have a concentrate on the tangible impact and the physical appearance of the product to the intangible impact of the state and the values created.

Benefits are the desirable consequences which the consumer seeks when they buy a product. This is the functional and the psychological consequences.

Functional could be the need satisfied.

Psychological could be the attachment related to the product. This could be the benefits perceived the risk.

Types of Consumer Knowledge
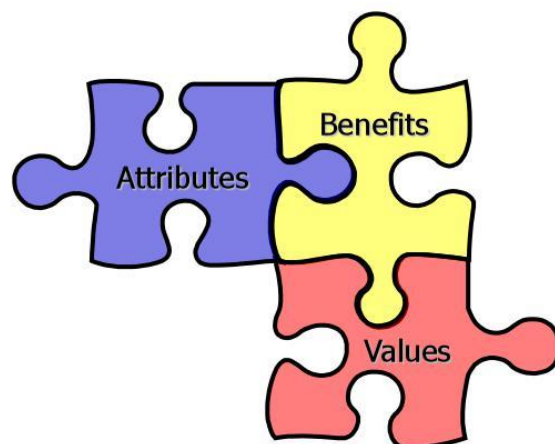
Risk-The risk are associated when they buy the product. The perceived risk may include

- Physical risk
- Financial risk
- Functional risk
- Psychological risk.

The functional risk relates if the product goes out of function if the quality is not performing so we must give an impact which creates the value in the mind of the customers.

4.1 THE PRODUCT AND THE VALUES

Values are the consumer-based life goals. They are
the terminal values
and instrumental values
Or could be the core values.

They relate to a self-concept which relate with an ability to build up an impact in to the market. Values are very subjective they are very personal, and individual oriented they may be personal in the terms they are related to the society from which they get an experience build up through a social norm. Values are built up from the personal experience and the interactions which they have with the company and with the product. It is and a trend which relates to the psychological aspects this is very important for company because relates to the abilities where high perception is required so then and a meaningful interpretation is related to the product.

We have the change which relates the product to the market These changes are known as the value change or these are also known as the means to end changes A means

end change links the consumer knowledge about product attributes with the knowledge and about the consequences of the values created.

This is the attributes are given to build up the functional consequences about the to build up the psychological consequences and give the value in the market.

The impact this is interaction by one to one personal interview in which try to get the feedback. It helps you to get a research from the market which tries to identify the product acceptability and the acceptance builds up in the market.

Change- This change enhances the relationships of the customer with the product into the market. They provide a deeper understanding of the product knowledge to the customer and here the customer is considered important for companies, so we must give full information to enhance the knowledge. This builds the faith. We must get involved the customers. The important part is where the product would be accepted by the customers.

4.1.1 FACTORS IMPACTING THE INVOLVEMENT

Involvement is a customer's perception of the importance or a personal relevance, objective of the activities, of the ideas to be taken up. It is the matter of the degree by which the customers get involved. It is higher when outcome of the decision affects the company sales. It is higher when the perceived satisfaction is high, so this is the impact where you want to create an involvement by building a concept of self-relevance when personal level of the impact of the customer involvement is more so as to build a concept of self-identity.

The situational self-relevant is built up- this is a temporary feeling of self-reliance to the special external impacts. But, to feel an impact of building a value which relates to a self-identity to build a status- symbol is important. The factors of is affecting the product involvement relate to

- Personal characteristic of the customer
- Situational characteristic of the customer
- Product characteristics.

All these things are important because to accept the product into the market, the customer has to matchup their personal experiences and the situational variables impacting the perception.

Person factor- The person factor relates to the need, importance, interest and values.

The objects of the **stimulus factors** relate to the differentiation of alternatives, source of communication and the content of communication.

The situational factors- relate to the purchase and to the occasion use.

Involvement -is with the advertisement, with the products and with the purchase decision the result is the addiction of the counter terms to increase interaction with the ads. It is

effectiveness of the adds to induce purchase
Relative importance of the product class.
Perceived difference in products attributes.

Preference for a Particular brand, influence of price on brand choice, amount of information search, time spent in deliberating the alternatives and type of decision rules used are in choice.

Involvement is a function of person, situation and object. The customer could only be involved if the product quality is of high level.

The effects of product involvement are related if you are able to build up customers who are

knowledgeable
attached to the company

Consume the products in such a way that it enhances the sales.

The strategy in order to increase involvement of the customers for the product use relate to

The appeal needs of the companies. It is to provide innovative stimuli in the market. It is to provide prominent stimuli of more colour and beautiful ads built up or it is the celebrity endorsement of the advertisement for the use of the product and building a bond with the customers. Using celebrity testimonial is important because the advertisers try to give a recognition factor to the publicity build-up for the positive acceptance of the product into the market.

The management done to market the product is involved with the face where we try to plan the total efforts.

4.2 MARKETING THE PRODUCTS

This will conceptualize the impact of the product into the market. The marketing mix is necessary to build up the product acceptance into the market.

The mixes for the target market audiences relates to:

- Product
- Place
- Price
- Promotion

The model here the management job in the marketing is involved where the whole company strategic planning must be done. This results into a marketing planning. Marketing planning involves control of the marketing plan and the program and the implementation of the marketing plan and program.

Figure 4.2.1: Developing Marketing Mixes for Target Markets

Distribution channels -- This is shown in this model.

How products reach to the consumer is by the distribution channel. So, the product knowledge has to be under stood by the sales people by which customers could get into attached with the products. The association of the sales- people, so as to understand the distributional channel is also important because he has to place the product in the

distribution channel, so that the customer can buy. Understanding the product also involves the understanding of channels. See this place element in the marketing mix.

Values are very subjective they are very personal, and individual oriented they may be personal in the terms they are related to the society from which they get an experience build up through a social norm. Values are built up from the personal experience and the interactions which they have with the company and with the product. It is and a trend which relates to the psychological aspects this is very important for company because relates to the abilities where high perception is required so then and a meaningful interpretation is related to the product.

So, customer is important, his partnership is important and his return from the product is important.

These are the attractive opportunities where the company can build up and a program where you can gain a competitive age in the market to build a superior relation with the customer by giving superior quality.

These are the attractive opportunities where the company can build up and a program where you can gain a competitive age in the market to build a superior relation with the customer by giving superior quality.

This information and this knowledge influence the purchase decision of the customer. The level of the customer knowledge must be understood and, the levels of the product knowledge and the customer, both are important because you have to understand the customer before you offer the product.

The Place Element of the Marketing Mix

Examples of Channels of Distribution

Avon	Toyota	Sara Lee	Nestle´
		Wholesaler	Wholesaler
			Wholesaler
	Retailer	Retailer	Retailer

Consumer
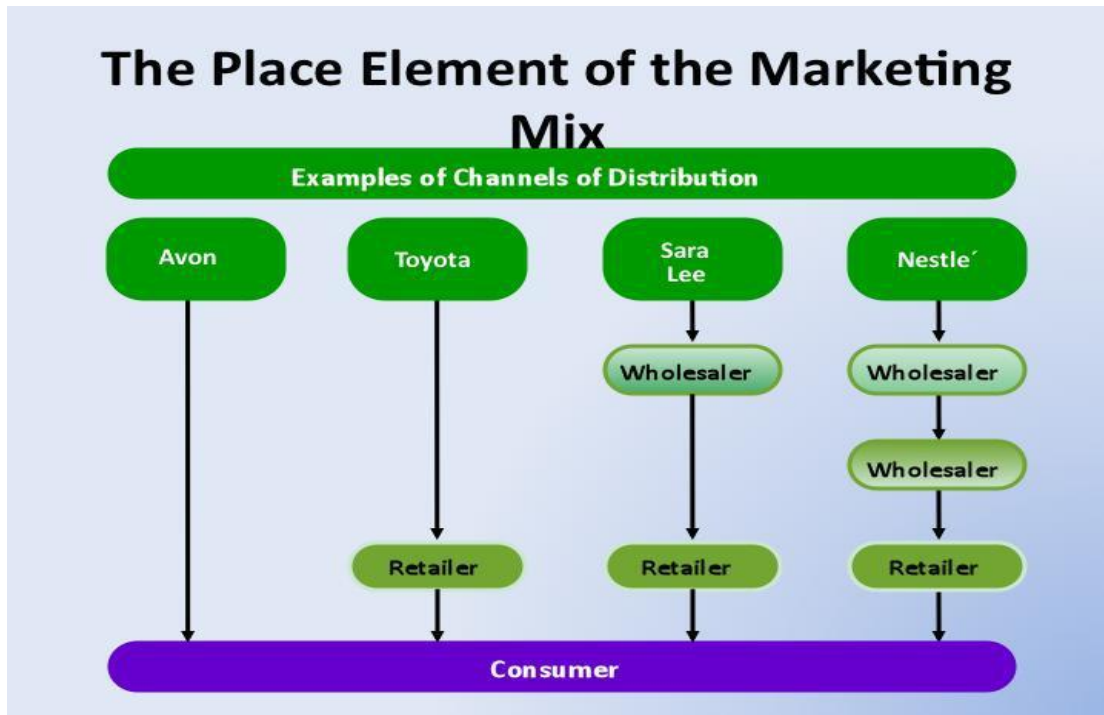
Figure 4.2.2: The Place Element of the Marketing Mix

This is the example of the channel distribution shown in this model. We have the company given over here we have:

- Toyota
- Sarali
- Nestle
- Avon

The companies who are in directly attached with the customers where no channel is required.

Toyota reaches to the customer through retailers

Sara-Lee reaches to the customer through wholesaler - retailers

Nestle must go to wholesaler- wholesaler – retailer - customer.

So, there could be companies who could use direct channel of communication with the customers or it could be some companies who must resort to their own distribution channel or to the channel existing into the market.

The promotional aspect of the product relates to a telling and selling impact where the customers are attracted.

Figure 4.2.3: The Promotional Element of the Marketing Mix

The price element mix of the marketing of the product relates to the many impacts which you must create in the market.

The price setting related to:

- Price objectives of the company
- Price flexibility into the market

- Price changes over the life cycle of the product

- Discount and the allowances,

- Geographical pricing terms

- Legal environment

- Cost and demand existing into the market

- Price sensitivity

- Competition

- Substitute

- Price of the other product in the line of the company

So, these are the impacts to be designed for the company, so has to enhance to knowledge of the sales- people so as convince the customers before they buy the product. The all four P's of the marketing of the product, price, place, promotion is important which helps you in the selection of the target market strategy.

Elements of the marketing firm in order to enhance the program which has an impact on building customer awareness, knowledge.

The marketing effort is required to build a program.

A. target market + marketing = a marketing strategy

B. marketing strategy +time related details = marketing plan

This is the result to build a marketing plan plus the other marketing plans

The combination of this will give a firm's marketing program.

This is beautifully shown in this model where we have the impact of the various plans so as to build and a product approach where the customer could accept the product.

4.3 THE PRODUCT AND CUSTOMER EQUITY

Customer equity is important because the concept of the return of the total value of the money invested must be given to the customer. See the model of customer equity.

The marketing program should benefit the firm, and this should relate to the owners to give the:

Expected financial return
Profit
Growth comes from the customers
Parts of the program must work
Profit depends for the customer equity.

So, customer is important, his partnership is important and his return from the product is important.
These are the attractive opportunities where the company can build up and a program where you can gain a competitive age in the market to build a superior relation with the customer by giving superior quality.

This breakthrough of opportunity comes through and a competitive advantage and this avoids and a miss out into the market and this avoids the miss marketing.

You don't have miss a revolution or an opportunity in the market which can give you the impact of crystalizing all the potential opportunities in the market and this shown in this model
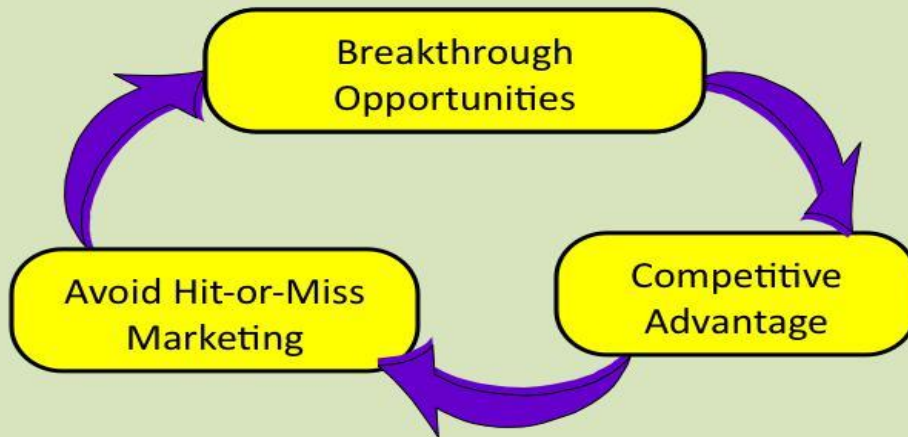
Figure 4.3.1: The new product development

The new product development is through the

new product and

New markets.

The searching for a new markets and new opportunities requires a study of culture, values and desires. According to the needs of the geographical market, products are designed for better.

The international opportunities of the products should also be scan so as to enhance the acceptance of the product. Here you get an impact where you move from the smaller world to a larger global world.

Let's study the international opportunities which have to be considered when you enhance the value for the product.

The product knowledge is important because this impact would make the product acceptable into the global arena also. The smaller world has to be converted into the global world. The competitive advantage has to be enhanced the earlier start for the launching of the product is a must to get into acquainted with the better trends of the market. This we have shown you in this model.

Build knowledgeable sales- people – they have to identify the market segment where the product will be accepted. You cannot sell a wrong product in a wrong market i.e. you cannot sell winter products into summer markets or you cannot force non-vegetarian people to eat vegetarian food. We have to search for markets where there is a need and the product could satisfy the concept related to the particular desire.

4.4 MARKET IDENTIFICATION AND DEVELOPMENT

The identification of the market - The market identification relates to the total scanning of the mass market and the segmented market. This segmented market takes the impact of segregation related to the physical attribute variables which relate to the

geographical
Demographic variables.

The demographic variables have an impact where the behavioral attributes are also created to create a product uses, where the

lifestyle
psychographic impact

The shopping hobbits in the media uses build a total profile of the target market.

So, you have to select the market according to the lifestyle of the people and according to the external variables into the market.

The external market identification model helps you to give
market- use pattern
impact on the mass to the segmented market

Segmented market is **divided** into the geographical and demographic.

This demographic model gives you the product uses through and a media uses to build a target market profile.

The impact of marketing effort so as to increase the sales through the product information.

Knowledge is important because when you try to scan the product knowledge you have to study the lifecycle in the face which the product is existing.

On the 'Y' axis - the sales
On the 'X' axis - the time related to the product appeal.

Marketing Allocation: Product Sales Volume to Cost of Marketing

Product Sales

Marketing Costs

Sales Volume

Introduction | Growth | Maturity | Decline
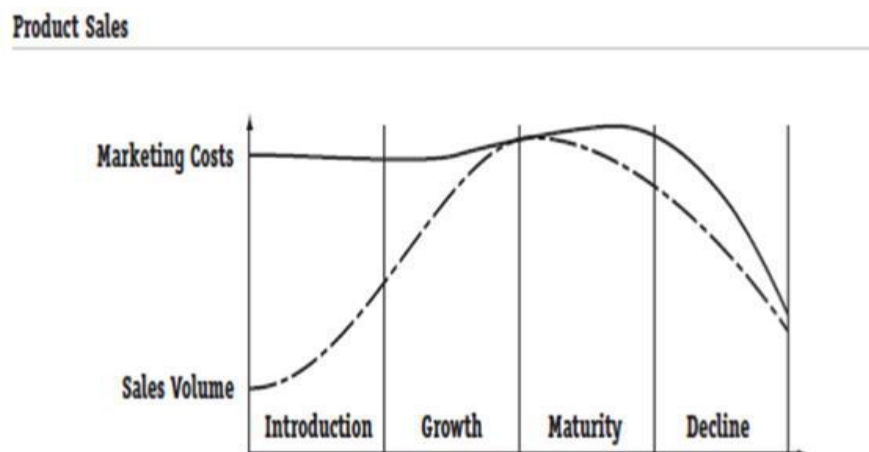
When the product is in the introductory to the growth to the maturity and decline stage you would see the marketing cost also have to reduce at the decline stage.

The introductory costs are optimal they increase with maturity of the market but when they decline the product facing out of the market.

The market identification process for the product development relates of a

- selection of market based on a segmented appeal
- Select variables related to the target market.
- define the market segments of the customer attraction
- When the profile builds up.
- Understand the product of the geographical acceptance.

We have shown you over here a format and a chart which is used by a sales person to build the inventory related to this knowledge. This has to relate to the level the product has to operate

global, national, international, regional, divisional, state, country

minor civil division, place, city or town it is the block
numbering area,
population
block group,
block, street
place of the residence
Place of business.

4.5 THE PRODUCT KNOWLEDGE THROUGH FORMATS

So, this format fills up the detail impact where the product is accepted into the market of the detail depiction of the area which has to be covered by the product. The format of the product **purpose** shows the appeal where the product models are described. See we have shown you the record of the product of the model xyz and model xy2. Here the **purpose** of this model is that it works on removing the stains from the clothing this works on clothing to protect from the stains. So, we have models of the product functions this information about the product is important before the product is taken to the people in the terms.

So, this format makes the sales people to remember what is the function of each model of technical requirements? Then the format related to the target market of the product relates to the product model and the consumer type like here we have shown you the model xyz where it works only on the customer involved United States. This model xy2 works where the expenditure is related to the areas which are related to the far-out areas of the United States. Then we have the product market customer opportunity selection here we have the existing into the new products.

Format related to the product market, customer opportunity selection. Here we have shown you

The existing product and the new products and on the 'X' axis We have the existing customer types, new customer types, existing geographical markets and new geographical markets. The format relates to the distinctive product factors related to this format where you have product and distinctive factors. Model ABC and model ABC2 relates to the features related to the product that it works in the serials and this is number of users is related to the other liquid need also. Then is the format this shows the product features and benefits. This is model XY and model XY showing the features in the benefits of the product. Product image format this again the product models and it impacts brand name and brand theme relate to the particular product models.

See the model XYZ relates to the fast starts and brand theme is all in one and the model XY2 relates to the fun house and it is related to that advance is simple. So, these are the brand theme and the brand name associated with the product. The product appearance is also formatted in this the paper which is related to product, models, brand names it is the actual by itself appearance of the product and it is the package in which it is sold. So, this will describe the appearances of the product. Actually, what is the product by itself and how it will look through the packaging?

Product lifecycle format relates to the product models, it relates to customer, it relates to the product lifecycle stage and the customer lifecycle stage, the time and the factor.

The format related to sales contribution relates to
product model
percentage of sales
Growth profit margins.

We have various models and the impact of each percentage shown.

The product sales trend is shown in this format by the product model, the trend and the impact are depicted. The product price, cost structure is related to product model and to the product of the costing impacts. Here we try to depict the volume of the product of units, the price, the allowance, the revenues, the cost of goods sold, the gross profits and the gross margins. Then is the format for the product profit structure this relates to the product of the sales, sales of the units, growth percentage, cost of goods sold, gross profit and gross margins. Then also you have to study the format related to the production resources and limitation, the production facilities, the workforce of the machinery.

The present status and the future plans companies have to be understood before you take product to the market because you have to convince the customers so as to explain what is the development of the product in the future? The production resources and limitations should also be studied before you take the product to the market. This format shows what the present status is and the future plans of the outside supplement and of the production facilities. The operational control of the in-house facilities and the in depended facilities both what is the present status and the future status. Even the legal aspect related to the legal control of the product of the copy right and the patents of the product and what is the issue related to the product has to be studied. This relates to the product model the filing status if already the patents are there, or it is the date where which you have to cover. The product liability also has to be studied of the level of the exposure and the cost of the insurance associated with the product and the various model. So, these are the issues related to the product information knowledge which a sales person has to take before he takes the product to the customers.

Before he has to take the product to the customer, he has to himself understand what the concept of the product is, what is the impact of the product, what is the status of the product and how the company wants to create a a brand and the image of the product into the mind of the customers? The perceptions have to build by the people who are associated with the product. Appeal has to be created by the people who are stimulate the demand in to the market so we have to study all the aspect related to the product enhancement and the growth and development so as to enhance the customers in market where they can buy the products.

The development actors could relate to the cost reduction where you can give better allowances to the customers it is the product alteration of enhancing the features and adding something new so as to build up innovative details.

It is the product eliminations to eliminate the products which are not acceptable by the customers or the faulty products. It could be the price changes and the product improvements which could enhance the value of the product into the market. The

following action would result into an improvement of the product so as to increase the product refinements. The product additions, the product deletions and the product replacements; where the product could be accepted by to the market.

The developments status of the product is important because the product has to be tasted where it has to be accepted in such a way that the sustainable impact of quality assurance and the performance assurance is there where the customers which it is catering. Let's study the modern form of the organization which is based on the process structure which increases the impacts of the product improvement in to the market.

The finance, the marketing, the accounting the customers relationships the marketing research everything is done in order to give the better-quality options to the customers into the market.

Here we have shown you the overall process generated by a team leadership this helps in the better management of the product and give a development plan. Here the product processing and the fulfillment of the team effort are done so as to a customer, a product which is better adaptable to their details

This is the support team, which **facilities** the service elements enhance the satisfaction. We are in an era where a technology is there, and the sales automation system exists the total profile of the product is updated on the website. The website gives and a full detail related to the selling system existing in the company which gives the techniques of intervene how to close a sale, how to study the competitor's product and the customer data is available online. This establishes the product sales and the services available related to the facilities of the manufacturing and the marketing departments and the customer support given by the company. The reporting performances related to the leer activities, the sales activities, the loan processing activities, the market costing, the product and the customer profitability and the standards related to order system also. So, this software also updates the detail related to the company of the not only a department, but a support data of a customer

is also available where the habits and the needs of the customer could be identified and according to their needs and the knowledge of the product could be build up. the sales activities have to relate to an effort it relates to a a system which buildup a a plan to give a revenue of company.

See this model in which we have shown you the system of market audit which has to be done in such a way that you try to do a system evaluation where a product appeals has to convince the sales and the revenues if they are up that means product is working in a positive way, the product profitability if it is impacting the company's positive growth. It is impactful

the market sizes
the market shares

The expansion and the growth and the sales structure relates to the positive impact which the product gives in the market.

This product order relates to the data management of the product, the pricing, the distribution and the sales management effort done to enhance the product knowledge.

The product knowledge enhances the sales for the company, and this enhances the growth of the company.

CHAPTER - 5
REPORTS WORKFLOW

In total 4 reports are made daily and the same is sent to the solutions team:

1) Inbound Calls

2) Inbound Chats

3) Daily Lead Report

4) Daily Missed Report

In tandem to that, a separate PPC sheet is maintained and sent to Mohit Jain to keep track of the status of all the leads generated by campaigns that are currently running.

The following stepwise procedure is followed to create all the above-mentioned reports:

1) **Inbound Calls Workflow**

Step 1: Logging in to the Call Rail to check the number of inbound calls

Step 2: Listening to all the call recording and extracting all the key information related to the product enquired like user count, application count, hosting fee and key highlights of the call.

Step 3: Lastly, checking if lead or account is created for all the inbound calls present and if necessary, follow-ups are done.

2) **Inbound Chats Workflow**

Step 1: Logging in to the Zoho Chat Tool to check the number of chats handled by our agents and separately noting down all the missed for that particular day.

Step 2: Serially reading all the chats and documenting all the errors and also keeping in mind notes are updated for the same.

Step 3: Crosschecking with the CRM if the leads are created for all the new prospects.

3) **Daily Missed Report**

Step 1: Emails –

All the emails that are not replied are forwarded to the concerned agents to clarify the status of the same.

For the inbound emails that are not catered, they are counted as missed emails.

Step 2: Calls & Chats –

Analysing if all the calls & chats are handled and leads are created for all the new prospects.

For the inbound calls & chats that are not catered, they are counted as missed calls.

Step 3: Webforms -

PPC & Non - PPC webforms are checked if they handled (inquired email sent, lead created) or not.

In case if any web form goes unhandled it is noted in the error report.

4) **Daily Lead Report**

Step 1: Creating a separate data table for all the new prospects on that particular day. This table is filled with all the content related to that prospect like present status, user count, source, product enquired, potential worth covering each & every aspect.

Step 2: Crosschecking the source of each & every prospect and matching it with the data from Call Rail, Zoho Chat & CRM to avoid any kind of discrepancy.

Step 3: For all the prospects that are not present in the CRM, they are also highlighted in the same report (marked as lead not created).

Step 4: Maintaining a total lead count for each day and separately counting the number of leads from organic and PPC.

Step 5: The total lead count is then reflected inside the calendar for the ongoing month.

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