

Entrepreneur bug can strike any one, any where - Story of Meeta Wasan

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Meeta Wasan - Founder of Doon Consulting

Meeta Wasan, 38, is the founder of Doon Consulting, a 60 strong, boutique-marketing services firm based in Gurgaon. Parachuted into India in December 2003, she started the company out of her dining room (large table, plug points, plenty of chairs) in July 2004. This is the eighth year of operations for Doon Consulting, which has been self-funded and has been profitable every year of its growth. Doon specializes in technology lead generation and sales force effectiveness measurement ... And Doon virtually created these markets in India. Why we ask? Meeta breaks it down.

Technology – because when I married my husband (a technology executive) , I would go drinking with him and his colleagues in London, and you'd be surprised how much you can learn over a few pints, evening after evening after evening. Lead-Generation because organized, well-researched lead generation is not something very many sales people like to do, or for that matter are good at. 'From my perspective', says Meeta, ' my customers should field sales people who can close... That is the unique skill that a sales-force needs – feeding that funnel can be outsourced, and if done wisely, is highly cost-effective.' Finally, on the point of sales force effectiveness, she concedes that this grew out of arguments she had with her customers about lead quality ... ' My preferred method of solving these conflicts was to pick up the phone and call the lead/prospect, and demonstrate that the sales force had been too late into the game, or too ill-prepared, or had not called at all ... '. So this was a logical extension of her product lines.

Meeta has worked for almost two decades in sales ... Ranging from selling advertising space at a dating website (very fun!) to high-end clothing (which has important lessons for sales in the B2B space) as well as stints representing technology service and product companies. Her success factors are, ' polite persistence, precision, punctuality and quality'. She explains, 'Don't ever give up but be nice about it, be very clear at all times and always deliver on time a very high quality product or service'. She learnt this, she claims from her mother, who was a teacher all her life and brought up three children. Her ability to strike up a conversation with virtually anyone she credits to her father, an executive (really a 'fixer' says Meeta) for a major Indian industrial group.

These are the skills she looks for in her staff, which is composed primarily of women, particularly at the top level. 'It takes a level of self-confidence, empathy and gravitas, to convince a C-level executive to meet a salesperson, or to attend a conference, quite obviously in addition to content '. Doon seems to manage to attract and retain people like this alarmingly well, and deploy them to a variety of industry verticals within the broad realm of technology. Their hip office in Gurgaon has very much of a Charlie's Angels feel, sans, of course, the footwear.

Meeta believes in a healthy mix of work and family life. She is intensely focused while at work, and leaves promptly to pick up her daughter from the bus stop. This attitude is extended to her staff, a number of whom work part time or on flextime. 'If you put your head down to work, you are no longer productive after four to six hours. So why pretend? Go home instead!'

