

# The Wind Under Her Wings

**Y**our business model is rather intriguing. At the same time, it's also very practical. How did you arrive upon this concept? Did this concept emerge out of a personal need or was it the lesser number of people in the Lead Generation scene back then?

The concept was copied from a company for which I worked in the US, where it was already well established for several years. I felt that given that the Indian SME space was really cranking up, it would make sense to not use expensive assets, namely sales people, to do lead generation. And as it turned out, my timing was pretty good.

*For Meeta Wasan, it all started at the dining table on a cold winter day in December 2003. Armed with the experience she gained while selling advertising space at a dating website to high-end clothing, as well as stints representing technology services and product companies, Meeta has built that into her own enterprise - Doon Consulting. Eight years since she stepped into the world of lead generation, her company today is well-known amongst some high-end customers. Doon Consulting is a 60 strong, boutique-marketing services firm based in Gurgaon. Doon specialises in technology lead generation and sales force effectiveness measurement. And, Doon virtually created these markets in India. In an email interview conducted by people and management, Meeta Wasan speaks of her journey until now.*



**How do you align SEO at Doon Consulting? Which are the most popular tactical methods for generating leads you prefer: referrals, telemarketers, and advertisements?**

First of all, telemarketing is part of a much wider marketing effort. While telemarketing has been used (and quite successfully) to improve brand recognition in the B2B space, it only succeeds as part of a cohesive marketing mix. So, one needs advertisements, one needs promotions, one needs events, one needs SEO etc ... telemarketing is then a way of efficiently reaping the rewards of the marketing spend.

**Are Tech companies your primary customer base? Does Doon Consulting delve into consumer product companies too?**

I've never been one to play the commodity/volume game. So to afford high-quality tele-sales staff, I have to focus on those industries that offer high-ticket products and services,

and therefore can afford our rates. In addition to high-tech, we've also worked for strategy consulting firms, accounting firms, exotic shipping firms ... but have really not spent as much time on those verticals as I would have liked.

**How do you propose solutions to your clients? Is it need based or merit based search optimisation?**

We're not in the SEO business. We propose solutions based on their particular need, or strength. Put another way, we propose solutions that are customised to bolster their strength in areas which need attention.

**What are the skill sets you look for in an employee? How do you recruit?**

Brains for starters. We then look for good communication skills, a demonstrated desire to excel, as well as more traditional measures such as their educational qualifications, experience etc.

**How do you keep your business relevant with changing times and needs?**

Interesting question. If you think about it, we provide a need which comes about due to products and services which are complex, and not easily compared to each other. At some level, this 'confustication' is intentional, at another it is the result of the complexity of the products and services we represent. Given that technology, particularly the Internet is doing a mighty fine job of making quality more transparent, via 'user' ratings for instance, we will find ourselves forced into more and more complex products. Now, this is a losing proposition for us, but it will happen. Given this, we're looking at other ways of utilising the asset that we've built because ... the end is near!

**You were thirty, a new mom when you started this business venture. Was being a mom a reason to start on your own?**

No, I wasn't desperate for adult companionship. However, I think having to quit my job etc. gave me time to reflect, and I realised that instead of going back to work for someone, SME industry growth was such that it would make sense to set up shop for myself.

