

Refulgence

— THE NEWSLETTER —

VOICE OF ASCENDANCY

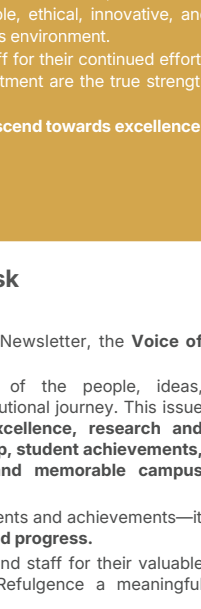
Volume 6, Issue 2, April 2026



Pro-Chancellor's Desk

Dear Readers,

It gives me immense pleasure to present this edition of Refulgence – The Newsletter, the vibrant **Voice of Ascendancy** of Dr. D. Y. Patil B-School, Pune. The newsletter reflects our institution's commitment to academic excellence, innovation, professional development, and holistic student growth. The rapidly evolving world of education demands learning that extends beyond conventional boundaries. Through experiential learning, industry engagement, research, innovation, and student-led initiatives, our institution continues to create meaningful opportunities for learners to develop critical thinking, creativity, leadership, and a global outlook.



The achievements and activities featured in this edition are a reflection of the collective efforts of our students, faculty, and staff. I commend their enthusiasm and dedication and encourage the entire academic community to continue pursuing excellence with purpose and responsibility.

May Refulgence continue to illuminate our journey of **knowledge, innovation, leadership, and meaningful impact.**

Warm regards,

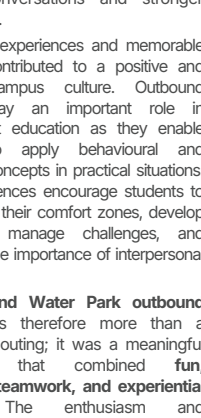
Dr. Somnath Patil

Pro-Chancellor, Dr. D. Y. Patil Dnyan Prasad University, Pune.

Director's Desk

Dear Readers,

It is my pleasure to present the latest edition of Refulgence – The Newsletter, which captures the vibrant academic and professional ecosystem of Dr. D. Y. Patil B-School, Pune. Our endeavour has always been to create an environment **where academic learning meets industry relevance, innovation meets opportunity, and knowledge translates into meaningful action.**



The initiatives highlighted in this edition—from academic engagements and research achievements to industry interactions, student accomplishments, entrepreneurship, sustainability, and co-curricular activities—reflect this commitment.

At Dr. D. Y. Patil B-School, we believe that management education must prepare students not only for careers but also for responsible leadership. Our focus remains on nurturing professionals who are adaptable, ethical, innovative, and equipped to navigate an increasingly dynamic business environment.

I congratulate our students, faculty members, and staff for their continued efforts and contributions. Their collective energy and commitment are the true strength behind our institutional journey.

Let us continue to learn, innovate, collaborate, and ascend towards excellence.

Dr. Pradyuman Singh Rathore

Director,

Dr. D. Y. Patil B-School, Pune

From the Editor's Desk

Dear Readers,

Welcome to another edition of Refulgence – The Newsletter, the **Voice of Ascendancy** of Dr. D. Y. Patil B-School, Pune. Every edition of Refulgence is a celebration of the people, ideas, achievements, and experiences that shape our institutional journey. This issue brings together a rich tapestry of **academic excellence, research and innovation, industry engagement, entrepreneurship, student achievements, sustainability initiatives, creative expression, and memorable campus moments.**

This edition is therefore more than a collection of events and achievements—it is a reflection of our **collective spirit, aspirations, and progress.**

I sincerely thank our leadership, faculty, students, and staff for their valuable contributions and continued support in making Refulgence a meaningful platform for sharing our journey.

May every story featured here inspire us to **think beyond boundaries, embrace new possibilities, and continue our journey of ascendancy.**

Warm regards,

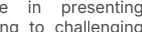
Editor in Charge, "Refulgence" – The Newsletter, the Voice of Ascendancy



Dr. Tejashri Talia



Dr. Viniya Lokhande



Ms. Divya Shah

Diamond Water Park: An Outbound Learning Experience for PGDM Students

Dr. D. Y. Patil B-School, Pune organized an engaging **outbound activity at Diamond Water Park** for PGDM students, providing them with an opportunity to step beyond the classroom and experience learning through recreation, teamwork, and meaningful peer interaction.

The outing also strengthened relationships among students and encouraged greater camaraderie within the PGDM community. Faculty members and students interacted in a relaxed environment, creating opportunities for informal conversations and stronger connections.

The initiative was designed to promote holistic development by combining fun, adventure, relaxation, and experiential learning. The outbound activity offered students a refreshing break from their academic routine while creating an informal environment for interaction and relationship building. Students enthusiastically participated in various recreational and group activities, demonstrating energy, cooperation, and team spirit. The experience encouraged students to communicate effectively, support one another, and work collaboratively in an informal setting. Beyond recreation, the activity helped students develop important managerial and interpersonal competencies such as **teamwork, leadership, communication, adaptability, coordination, trust, and decision-making.** Group activities provided opportunities for students to understand the importance of collaboration and collective responsibility. Students also experienced how effective communication and mutual support can contribute to achieving common goals.

The shared experiences and memorable moments contributed to a positive and inclusive campus culture. Outbound activities play an important role in management education as they enable students to apply behavioural and leadership concepts in practical situations. Such experiences encourage students to step outside their comfort zones, develop confidence, manage challenges, and appreciate the importance of interpersonal relationships.

The Diamond Water Park outbound activity was therefore more than a recreational outing; it was a meaningful experience that combined **fun, friendship, teamwork, and experiential learning.** The enthusiasm and participation of the students made the activity a memorable one, reinforcing the institution's commitment to providing holistic learning experiences that contribute to the overall personal and professional development of future management professionals.



Mr. and Ms. Fresher: Celebrating Talent, Confidence and Personality

Dr. D. Y. Patil B-School, Pune organized the vibrant **Mr. and Ms. Fresher** event as part of its student engagement and outbound activities, providing the newly inducted PGDM students with an exciting platform to showcase their talent, confidence, creativity, and personality.

The event featured a series of engaging rounds that encouraged participants to demonstrate their **communication skills, stage presence, confidence, creativity, spontaneity, and overall personality.** Students participated enthusiastically and displayed their individuality while embracing the spirit of healthy competition.

Beyond the competition, the event served as an effective platform for **student interaction, team bonding, and confidence building.** It enabled new students to overcome hesitation, connect with their peers, and become familiar with the vibrant culture of the B-School. The enthusiastic support from fellow students created an energetic and encouraging atmosphere throughout the event.



The activity also highlighted the importance of self-expression and interpersonal skills, which are essential qualities for future management professionals. Participants gained valuable experience in presenting themselves confidently before an audience and responding to challenging situations with presence of mind.

The event concluded with the recognition and felicitation of the winners, celebrating their exceptional performance and personality. **Mr. and Ms. Fresher** created memorable moments for the new batch while fostering friendship, confidence, creativity, and a strong sense of belonging within the PGDM community.

Intercollegiate Competition AdCraft – The Ad Mad Show

The Marketing Maven Club of Dr. D. Y. Patil B-School successfully organized **AdCraft – The Ad Mad Show**, an intercollegiate competition on 11 April 2026. Eight teams from various colleges participated in two challenging rounds: Digital Ad Creation and Live Ad Mad Performance showcasing creativity, strategic thinking, and marketing skills. The event was judged by **Dr. Nilambari Moholkar and Prof. Shubhedra Singh Pawar.** Team **Fearless** emerged as the winner, while Team **Trailblazers** secured the runner-up position. The competition provided valuable practical exposure in advertising, enhanced student confidence, and promoted innovation, teamwork, and inter-college collaboration among aspiring marketing professionals.



Master the Art of Self-Promotion: Empowering Students for Career Success

Dr. D. Y. Patil B-School, Pune, organized an insightful workshop on **"Master the Art of Self-Promotion"** on 16 April 2026, led by **Dr. Jitendra Sandu.** The workshop aimed to equip PGDM students with the confidence, communication skills, and professional approach required to present themselves effectively in interviews and workplace interactions.

The session highlighted the growing importance of **personal branding, self-presentation, storytelling, and professional communication** in today's competitive career environment. Dr. Sandu shared practical strategies to help students articulate their strengths, achievements, experiences, and career aspirations with clarity and authenticity. Participants gained valuable insights into handling common interview questions, developing compelling personal narratives, creating positive first impressions, and aligning their competencies with recruiter expectations. The workshop also emphasized the importance of **body language, active listening, professional etiquette, confidence, and authenticity** in establishing credibility during professional interactions.

Through interactive discussions and practical examples, students were encouraged to identify their unique strengths and communicate their value proposition effectively. The session also helped participants understand how strategic self-presentation can enhance their performance in placement interviews, group discussions, networking opportunities, and future professional engagements.

The workshop concluded with students gaining greater awareness of the importance of preparation, self-reflection, and continuous improvement. **"Master the Art of Self-Promotion"** successfully empowered participants to approach career opportunities with greater confidence and communicate their professional identity with clarity, authenticity, and impact.



Achieving Problem-Solution Fit: From Ideas to Meaningful Solutions

Dr. D. Y. Patil B-School, Pune, organized an engaging workshop on **"Achieving Problem-Solution Fit"** on 16 April 2026, conducted by Dr. Jitendra Sandu. The workshop introduced students to one of the most fundamental principles of entrepreneurship—**identifying the right problem before developing the right solution.**

The session emphasized that successful entrepreneurial ventures are built around genuine customer needs rather than ideas alone. Dr. Sandu highlighted the importance of understanding customer pain points, conducting market research, validating assumptions, and developing solutions that create meaningful value.

Through practical examples and interactive discussions, students explored key concepts such as **customer discovery, market validation, value proposition development, customer feedback, and evidence-based decision-making.** The session encouraged participants to adopt a customer-centric approach and continuously refine their ideas based on real market insights.

Students also gained an understanding of how problem validation can reduce entrepreneurial risk and improve the feasibility and sustainability of new ventures. The workshop strengthened their analytical and strategic thinking while encouraging them to view contemporary business and societal challenges as opportunities for innovation.

The session concluded with an emphasis on the **problem-first approach** to entrepreneurship. Participants were encouraged to test assumptions, listen to customers, use evidence, and develop scalable solutions that address genuine needs. The workshop successfully inspired students to transform ideas into purposeful entrepreneurial opportunities by combining **empathy, research, innovation, and strategic problem-solving.**



Turning Ideas into Investment-Ready Ventures Startup Funding and Financial Planning

Dr. D. Y. Patil B-School, Pune, organized an insightful workshop on **"Turning Ideas into Investment-Ready Ventures – Startup Funding and Financial Planning"** on 17 April 2026, led by CA Ankit Bajaj. The session focused on helping PGDM students understand the financial dimensions of entrepreneurship and the steps involved in transforming innovative ideas into financially viable and investment-ready ventures.



The workshop provided valuable insights into various **startup funding avenues**, including bootstrapping, seed funding, angel investment, venture capital, bank financing, crowdfunding, and government-supported schemes. Participants explored how entrepreneurs can identify appropriate funding options according to the stage, requirements, and growth potential of their ventures.

CA Ankit Bajaj also highlighted the importance of **financial planning, budgeting, cash-flow management, forecasting, valuation, due diligence, and financial risk assessment.** Students gained an understanding of investor expectations and the essential elements of an effective investment pitch.

Through practical examples, startup cases, and interactive discussions, participants learned how financial discipline and strategic resource management contribute to sustainable business growth. The session encouraged students to integrate financial planning with their overall entrepreneurial strategy.

The workshop successfully strengthened participants' financial literacy and entrepreneurial confidence. It equipped them with practical knowledge to evaluate funding opportunities, prepare investment-ready proposals, manage financial resources effectively, and make informed business decisions.

The session reinforced that a **strong idea becomes a sustainable venture when innovation is supported by sound financial planning and strategic investment decisions.**

From Ideas to Impact – Selling and Scaling a Startup

Dr. D. Y. Patil B-School, Pune, organized an insightful workshop on **"From Ideas to Impact – Selling and Scaling a Startup"** on 17 April 2026, led by Mr. Siddharth Bajpai. The workshop aimed to equip PGDM students with practical knowledge and entrepreneurial skills required to transform innovative ideas into successful, customer-focused, and scalable ventures.

The session emphasized that a promising business idea must be supported by effective **sales, marketing, branding, customer engagement, and growth strategies.** Mr. Bajpai shared valuable industry insights and real-world startup examples, enabling students to understand the challenges involved in moving from ideation to market success.

Participants explored practical approaches to customer acquisition and retention, market positioning, value proposition development, digital marketing, and brand building. The session also highlighted the importance of understanding customer needs, identifying market opportunities, adapting to changing market conditions, and continuously engaging with customers.

Interactive discussions and case-based examples helped students connect entrepreneurial concepts with real-world business situations. Participants gained greater confidence in pitching ideas, communicating value propositions, and developing strategies for sustainable business growth.

The workshop successfully bridged the gap between theoretical learning and entrepreneurial practice. It encouraged students to think beyond innovation and focus on **execution, customer value, competitive positioning, and scalability.**

The session concluded by inspiring participants to transform ideas into impactful ventures capable of creating customer value, generating employment, and contributing to economic development.

Empowering Communities through Entrepreneurial Education: Building Innovation, Leadership & Sustainability

Dr. D. Y. Patil B-School, Pune, organized an engaging **Entrepreneurial Education Programme** on 17 April 2026 with the objective of nurturing entrepreneurial thinking, innovation, leadership, and responsible business practices among participants.

The programme highlighted that entrepreneurship extends beyond starting a business; it involves identifying opportunities, solving real-world problems, taking calculated risks, and creating meaningful economic and social value. Participants explored key aspects of entrepreneurship, including **opportunity identification, innovation, business planning, resource management, marketing, financial awareness, and digital entrepreneurship.**

Interactive discussions, activities, case-based learning, and problem-solving exercises encouraged participants to generate ideas and approach challenges creatively. The programme also emphasized the importance of resilience, adaptability, communication, teamwork, ethical decision-making, and continuous learning in building successful and sustainable ventures.

Participants gained insights into developing basic business models, evaluating market opportunities, understanding resource requirements, and transforming innovative ideas into actionable entrepreneurial plans. The sessions further encouraged students to consider entrepreneurship and intrapreneurship as meaningful career pathways.

A key takeaway was the role of entrepreneurship in **employment generation, local economic development, social innovation, and community empowerment.** Participants were encouraged to become opportunity creators rather than merely opportunity seekers.

The programme successfully strengthened entrepreneurial confidence and promoted a culture of innovation and responsible leadership. It reinforced the belief that empowered individuals can become catalysts for sustainable community development, creating a positive ripple effect through innovation, employment, and social impact.

HR Industry Experts' Conclave: Building a Future-Ready Learning Ecosystem

Dr. D. Y. Patil B-School, Pune, organized the **HR Industry Experts' Conclave: Building a Future-Ready Learning Ecosystem** on 30 May 2026 to strengthen industry-academia collaboration and explore the changing requirements of Human Resource Management. The conclave provided a dynamic platform for interaction among HR professionals, industry experts, academicians, faculty members, and management students.

The session focused on understanding emerging HR trends, evolving workplace expectations, future skill requirements, and the competencies needed by management graduates to succeed in a rapidly transforming business environment. The discussions emphasized the importance of aligning academic curricula with contemporary industry practices and employer expectations.

Dr. Jitendra Sandu shared valuable industry perspectives on the changing role of HR, highlighting areas such as **digital transformation, talent acquisition, employee engagement, leadership development, diversity and inclusion, performance management, and emerging workplace technologies.** The interaction also emphasized the growing significance of analytical thinking, emotional intelligence, communication, adaptability, ethical leadership, and continuous learning.

A key outcome of the conclave was the identification of opportunities to strengthen **experiential and competency-based learning** through internships, live projects, industry case studies, simulations, professional certifications, corporate mentoring, and guest interactions. The discussions also highlighted the importance of creating stronger pathways for curriculum review, research collaboration, placement support, and continuous industry engagement.

The conclave enabled meaningful dialogue on how management education can move beyond conventional classroom learning and equip students with practical knowledge, professional skills, and a future-oriented mindset. The insights gathered from industry interactions can contribute to curriculum enhancement and the development of innovative teaching-learning practices.

The event concluded with a reaffirmation of Dr. D. Y. Patil B-School's commitment to nurturing **industry-ready, future-focused, ethical, and people-centric management professionals.** By fostering sustained industry-academia partnerships, the institution continues to create meaningful opportunities for student development, employability enhancement, and continuous academic improvement.

Remember that the first version of your product will almost never be perfect. Use the feedback from your customers to make the product better. Many of the companies in the world started out looking completely different. Successful business people know that you must change your direction to succeed.

When it comes to marketing you have choices. You can use media to tell people about it in person, join local clubs or use college events and exhibitions. In the beginning do not worry about being. Your main goal should just be finding your 10 customers and learning everything you can from them.

My last bit of advice is about the fear everyone feels. You might think, "What if nobody buys anything?". What if someone steals my idea?" or "What if I lose all my money?" These fears will always be there. Do not let them stop you. Of worrying just keep moving from one step to the next until your idea becomes a real business. The only way to truly know if your idea works is to launch it and see how the market reacts.

To sum it all up, turning a business idea into a thing can be simple if you follow these steps:

IDEA → DEFINE IDEAS → TALK TO PEOPLE WHO MAY BE INTERESTED → RESEARCH THE MARKET → TEST YOUR IDEA → CREATE A VERSION, OF THE PRODUCT/OFFER → SECURE FIRST CUSTOMERS → IMPROVE WHAT YOU HAVE USING FEEDBACK → GROW AND DEVELOP

A business does not really start the day you register the name or open a website. It starts the day you take those steps to turn your idea into something that helps real people. So, if you have an idea today do not worry about the launch day. Just write it down to five customers researching the market, make a simple version of your product and try to find your very first customer. You might not know how far your idea will take you. At least you will know how to begin.

Where Learning Meets Reality: The Transformative Power of Summer Internships

The summer internship is a vital part of management education as it provides students with an opportunity not only to theorize but also to experience the reality of the corporate world. Being a link between the educational process and its practice, the summer internship allows students to apply the theory, develop skills and understand the working environment.

For students majoring in management, the SIP is not just a necessary component of academic program, it is an important life experience helping to know the organizational culture, industry expectations and gain confidence in themselves. During their internship students deal with actual business issues supervised by both industry experts and faculty members.

An essential feature of any internship is the possibility to apply what is learned at the lecture halls. Theory on marketing, finance, human resource management, operations, business analytics and strategy becomes more understandable when it is seen in practice. For example, a student specializing in Human Resource Management can be engaged in recruitment, employee engagement, training and performance management processes, and a student in marketing can have an experience of market research, digital marketing, customer analysis and sales.

Apart from all that, the internship greatly helps students to develop professional and interpersonal skills. Students learn how to communicate, work in a team, manage time and solve problems and understand the importance of such professional qualities as punctuality, responsibility, professional ethics and workplace discipline.

Another aspect of internships is learning by way of observation and involvement. In this internship program, the students are able to understand the organization culture, various styles of leadership, methods of decision making, hierarchy within an organization, and the relations between people at work. This helps them understand the difference between theoretical and practical application of concepts.

SIP also helps in developing a problem-solving mind set among the students. Instead of merely observing what goes around in an organization, the students are often made to identify the problem, collect relevant information, analyze the data and suggest practical solutions to the same. This method makes them develop analytical thinking and helps them solve managerial problems in a systematic manner.

With technology revolutionizing everything, even internships have undergone a change. These days, the students are expected to deal with data analytics software, artificial intelligence software, CRM software and other such business applications. Thus, internship has become a means of learning managerial knowledge as well as enhancing digital proficiency of the students.

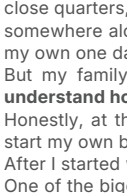
Faculty mentors have equally important role to play in making the internship a success. Interaction between students, faculty mentor and industry supervisor makes sure that the internship remains aligned with academic goals. The feedback and mentoring help the students reflect upon their experience and learn from their workplace observations.

Finally, internship experience gets reflected in the project report and presentation. Writing the project report makes the students write down their experience at the organization, analyze the given problem and make recommendations. This process helps the students develop research, documentation, analysis and presentation skills.

What is most important about a summer internship is that it helps the students understand their career interests and capabilities. Experience of working in varied functions and organizational settings will make them understand what kind of career they should pursue. Therefore, summer internship influences not just the employability but also professional growth of the students.

In conclusion, Summer Internship Program is the learning experience that helps in bringing together knowledge, skills, experience and employability. Through this experience, the students are able to enter the world of profession with increased awareness, confidence and competence. If pursued with curiosity, discipline and the willingness to learn, internship experience leads to becoming a responsible and industry ready management professional.

Alumni Corner



Beyond the Degree: Lessons From Life After College By Ayushman Gupta

If I could go back four years and talk to myself, I think the first thing I would say is this: "Life after college is not as simple or predictable as it seems when you are still in college. "

Back then, I had a plan in my mind. I would complete my PGDM, get a job, gain some experience, and eventually, the path ahead would become clearer.

But after college, I realised that getting a degree does not suddenly make everything clear. In fact, sometimes that is where the real confusion begins. I come from a decent family, and my father has been running a business for as long as I can remember. Growing up, I saw the world of business from close quarters, and

somewhere along the way, I always knew that I wanted to build something of my own one day.

But my family's advice was simple: **get a job first, gain experience, and understand how the real world works.**

Honestly, at that time, I did not fully understand it. If I wanted to eventually start my own business, why should I spend time doing a job first?

After I started working, the answer slowly began to make sense.

One of the biggest differences between college and professional life is that in college, most of your mistakes affect you. If you submit an assignment late, you may lose marks. But at work, a missed deadline can affect a client, a team, or even the business itself.

And doing your own work well is not always enough. You have to work with different kinds of people. Sometimes you have to handle pressure, sometimes difficult conversations, and sometimes you have to deal with the consequences of decisions you did not even make.

That is when I started to see my job differently. It was not just about earning a salary. If you pay attention, you learn something every day—how people work, how companies make decisions, and how people react when things do not go as planned

There was another thing I was not fully prepared for after college: **life gets busy, and people slowly move in different directions.**

The friends you once saw every day gradually become occupied with jobs, family responsibilities, further studies, or simply trying to figure out what they want from life.

And then comes comparison.

Open LinkedIn or Instagram, and it can feel as if everyone is achieving something.

Someone gets a great job, someone gets promoted, someone moves abroad, and someone starts a business.

And sometimes, you quietly ask yourself: **"Am I falling behind?"**

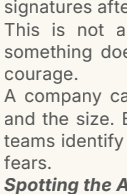
Even today, I know that I want to move towards business. But I no longer look at it the way I once did. I now understand that freedom comes with risk, and success comes with responsibility.

My current job may not be my final destination, but it is teaching me things that I probably would not have learned sitting in a classroom.

So, if I could say one thing to students who are Four years behind me, it would be this: **you do not need to have your entire life figured out right now. But do not limit yourself to your degree either. Learn skills, understand people, pay attention to opportunities, and try to learn something from every experience.**

Four years from now, you may not be exactly where you imagine yourself today.

And maybe, that will not be a bad thing.



From Classroom to Corporate Leadership: A Journey of Learning, Resilience & Growth By Nikhil Kumar Saw

Looking back at my journey from college to where I am today, I realize that a career is rarely a straight line. It is a collection of opportunities, challenges, failures, learnings, and people who influence us along the way. My journey has taught me that success is not about reaching a particular destination; it is about continuously evolving and becoming better at what we do.

After completing my education, I started building my career in the technology and consulting industry. Over the years, I have had the opportunity to work across different projects and business environments, eventually specializing in Microsoft Dynamics 365 Finance & Operations (D365 F&O). Today, I work with IBM as a Senior Consultant in D365 Finance, where I help organizations address business challenges through technology and effective process solutions.

Working in consulting has been an extremely valuable learning experience. Every project brings a different business problem, different stakeholders, and different expectations. It has taught me that technical knowledge alone is not enough. A successful consultant needs to understand the business, communicate effectively, take ownership, and most importantly, be willing to learn continuously.

One of the principles that has guided my professional journey is continuous learning. I have invested considerable time in developing my skills and have earned multiple professional certifications, including Microsoft certifications related to Dynamics 365. I have also completed various professional learning programs and certifications in areas beyond my core technology. These experiences have reinforced my belief that learning should never stop after college. In today's rapidly changing professional world, the ability to learn, unlearn, and relearn is one of the most important skills anyone can have.

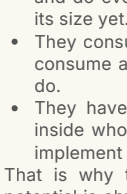
My journey at IBM has also given me opportunities to take on leadership responsibilities. Being a senior consultant has taught me that leadership is not about simply managing people or assigning tasks. It is about taking responsibility, supporting your team, solving problems, communicating clearly, and helping others grow. Some of the most rewarding moments in my career have come from solving difficult problems and seeing the positive impact those solutions created for the business.

To the students and young professionals reading this, I would like to share one simple thought: never underestimate the value of your early years. The knowledge, relationships, discipline, and experiences you build during college can become the foundation for your future career.

Do not be afraid if your career path looks different from what you originally imagined. Stay curious, keep learning, take calculated risks, and remain open to new opportunities. Your first job does not define your entire career, and your current position does not define your ultimate potential.

I am still learning and growing, and my journey is far from complete. But if there is one thing my journey has taught me, it is this: Keep learning. Keep adapting. Keep taking ownership. And never stop believing that you can build something bigger than what you initially imagined.

Student Corner



From Hesitation to Signature - The Courage Gap in B2B SaaS By Suvaditya Gupta

The Hook

There are some companies for which your product seems to be a perfect fit. You can tell. They know it too. Yet, they never sign.

Each SaaS founder knows this frustration. You see that they have lots of manual work, a total chaos and you know that your solution could really transform their business. Deals are stalled. Your prospects hesitate. No signatures after several weeks of negotiations.

This is not an issue of product but of psychology. Lack of interest in something does not equal lack of potential it means that there is a lack of courage.

A company can have all the characteristics of a client: the need, the funds and the size. But it can also be afraid to commit itself. This is how top sales teams identify those people, understand them and make them overcome their fears.

Spotting the Almost-Client

The prospects that have high potential almost never look like obvious wins. They demonstrate the following features:

- They are costly to overlook. They have lots of clients, lots of manual work and do everything manually. There is a waste, but they did not calculate its size yet.
- They consume all your free benefits. They attend all demos, read guides, consume all of your content much more actively than your paying clients do.
- They have a fan in your company, not a manager. There is someone inside who likes your solution but does not have authority or courage to implement it.

That is why this type of prospects is loved by smart salespeople their potential is obvious. The only question is not whether they will benefit from it or not it is whether they have the courage to admit it.

The Three Fears Holding Them Back

The reason fit prospects are hesitant, is never the actual reason. The real reasons are deeper – and very human.

Fear 1: Is there a need right now or can I continue to do everything the old way? This is the hesitation that kills deals the most. The company understands that this software will save their time. Everything is okay right now. Old ways feel safe, although it is a silent waste of time and money.

Fear 2: What happens if it does not work out? Then I wasted all my time and money on it. This is the fear of trying and failing. They do not take a risk and do nothing instead, not realizing that doing nothing is a risk itself.

Fear 3: Will I be able to use it? This looks too complicated for me. This is a worry, especially for busy businesses which still rely on manual methods. They are sure they won't be able to learn it, when they are just scared.

None of these fears exists because your product is bad. All these fears exist because the prospects does not feel safe.

How Great Teams Convert Hesitation to Signature

Great SaaS companies do not try to overcome these fears. They make prospects feel safe. This is how it works:

- 1.Take the risks on yourself. Trial version without any questions asked, phased pricing or plans to start small turn high-risk decision into an experiment.
- 2.Demonstrate the cost of the current situation in numbers. Highlight the time lost, mistakes made and the opportunities missed due to manual labour. The cost of doing nothing must be higher than the cost of the software.
- 3.Help them sell it to the boss. Create a one-pager for them: current expenses, future benefits and the timeline. To convince their superiors.
- 4.Deal with the fear of learning by demonstrating the proof. Show them a walkthrough with the use of their own data, or give them an option to talk to the team who had no tech skills before the project started.
- 5.Provide a way out. Clear way to leave: walk away in 60 days if you don't like it.

Proof is in the Converted Businesses that have overcome these fears and have signed on the dotted line didn't get only software. They received results. The courageous ones implemented automation of processes that had been completed manually for decades. They got back hours wasted by their employees. They developed quicker than the businesses that chose the safe route as they remained on the same spot. Potential wasn't the issue. It was the lack of courage.

Final Thought So the next time a prospect perfectly fitting the profile remains silent, don't think of it as a refusal. View it as a plea for help. Stop trying to make a decision out of your client. Make the decision safe: reduce the risks, help their friend, reveal the price of the old solution, and provide them with evidence. Because the businesses that could benefit from you the most aren't necessarily those who have the courage to say yes. They are waiting not for a better product but for the courage to do it.

Thank you for reading!

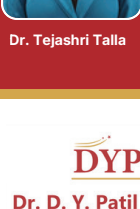
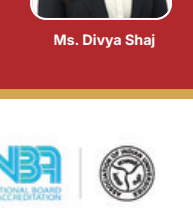
We truly appreciate your time, interest, and continued support. Your engagement encourages us to keep sharing valuable insights, updates, and stories that matter to you. We're grateful to have you as part of our community.

Thank you for being an essential part of our journey.

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