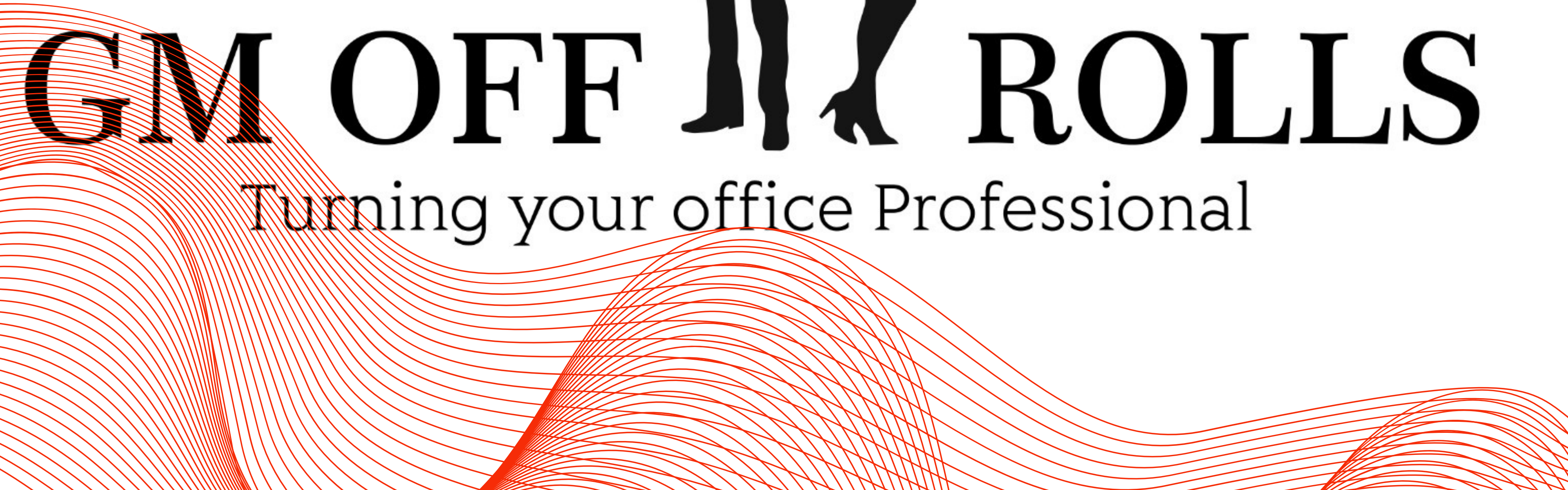




# GM OFF ROLLS

Turning your office Professional







# GM OFF ROLLS

TURN YOUR OFFICE PROFESSIONAL

Presented by:

*Johan Hannesberg*

[www.gmoffrolls.com](http://www.gmoffrolls.com)





**IT TAKES  
MORE  
TO BE  
DIFFERENT**



# CONTENT



- 1 Introduction
- 2 Objectives
- 3 Our Key areas
- 4 How can GM Off Rolls help?
- 5 Team Management
- 6 Secretary/ Executive Assistant
- 7 Sales
- 8 Digital Marketing
- 9 Marketing
- 10 Customer Relations
- 11 HR & Admin
- 12 Virtual GM
- 13 Sample Reports
- 14 Pricing
- 15 Why GM Off Rolls?
- 16 Contact Us

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# INTRODUCTION



GM Off Roll's is a professional management service that provides experienced General Managers on Off-rolls. This means that our General Managers work for you, without being added to your on-rolls, saving you the cost and hassle of hiring a full-time employee while producing better results.

Our team is a mix of innovative and experienced professionals with 10-25 years of international and domestic experience in leading various departments such as Sales, Marketing, Digital Marketing, Customer Relationship Management, Branding, Legal, HR, Admin, and more.





# OBJECTIVE:



To free more time  
for the upper level management  
- to enhance productivity

- Providing Off Roll Support.
- Team Management - Sales, Marketing, CRM.
- Hybrid management.
- Customer Relations.
- Discussions & Negotiations.
- Documentation process.
- Daily team report discussion



# KEY AREAS:



**REAL ESTATE**



**INVESTMENT**



**TOURISM**



**HOSPITALITY**



**PROPERTY  
MANAGEMENT**



**DIGITAL & MEDIA  
MANAGEMENT**



**BUILDING  
MATERIALS**



**ENTERTAINMENT**



**INTERIORS**



**SOFTWARES**



**FMCG**



# KEY DEPARTMENTS:

Team Management,  
Secretary,  
Customer Relations,  
Tele-Calling,  
Sales,  
Marketing,  
HR,  
Admin,  
Executive Assistant,  
Recruitment process,  
Digital Marketing,  
Social Media Management,  
Security,  
Channel Partner,  
Distributors Management, etc.







**SALES**



**MARKETING**



**BRANDING**



**DIGITAL MARKETING**



**CUSTOMER RELATIONS**

# How can GM Off Rolls Help?



**HR & ADMIN**



**TEAM MANAGEMENT**



**EVENT MANAGEMENT**



**SECRETARY**



**PROPERTY MANAGEMENT**



# TEAM MANAGEMENT





# HOW CAN GM OFF ROLLS HELP?



## TEAM MANAGEMENT

### These are some of the steps we take:

- Daily one to one and team meetings.
- Prioritizing daily and weekly agendas.
- Monitor and evaluate performance,
- Training and motivating.
- Preparing the team work as per department work efficiency.
- Bringing in international standards.
- Creating an SOP for the department.



# SECRETARY

# EXECUTIVE ASSISTANT

PROFESSIONALISM

PRIORITIZATION

MULTITASKING

CALENDAR MANAGEMENT

SUPPORT & COORDINATION

TRAVEL & BOOKING

CONFIDENTIALITY

COMMUNICATION

ORGANIZATION

EFFICIENCY

TIME MANAGEMENT

  
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SECRETARY



# HOW CAN GM OFF ROLLS HELP?



These are some of the steps we take:



**SECRETARY**

- Daily Schedule Management.
- Call and Mail management.
- Visa & Travel Management.
- Calendar Management.
- Support to board of Directors.
- Confidentiality and Prioritizing Workload.
- Minutes of Meeting.
- Scheduling meetings.



# CUSTOMER RELATIONS





# HOW CAN GM OFF ROLLS HELP?



## These are some of the steps we take:

- Weekly/Monthly reports to customers.
- Calls & Email Management
- Documentation process
- Building Strong Relationships
- Providing Timely Support
- Handling Complaints
- Developing Sales Leads from Customers
- Referral Building
- Using CRM Tools
- Promoting Company Products
- Upselling and Cross-Selling
- Coordination between departments
- Payment reminders and collections

**CUSTOMER RELATIONS**



**SALES**





# HOW CAN GM OFF ROLLS HELP?



These are some of the steps we take:

- Comprehending the market and preparing the goals accordingly.
- Interpreting financial data of the sales department
- Creating sales policies, tactics, and plans that align with the marketing plan
- Establishing sales objectives
- Overseeing sales operations to ensure that the team achieves their objectives
- Attracting, developing, and retaining skilled Sales personnel
- Establishing strategic connections with individuals both within and outside the organization to promote business.

A photograph of two men shaking hands in a business setting. The man on the left has a beard and is wearing a light-colored sweater. The man on the right has a grey beard and glasses, wearing a dark suit jacket. They are standing in front of a brick wall with a large window. The photo is framed by a circular, wavy border.

**SALES TEAM**

**Continued.....Part II**



## Continued.....Part II

- Choosing, supervising, and mentoring team and operations managers
- Assistance with sales and marketing Software and tools,
- Objection handling
- Highlighting the unique selling points.
- On-site visits,
- Weekly work agenda.
- Script Narration
- How to emphasize the USP of the product from the customer's perceptive.
- Lead call follow-ups & lead call graphical analytics.
- Presentations with Sales & marketing tools assistance.



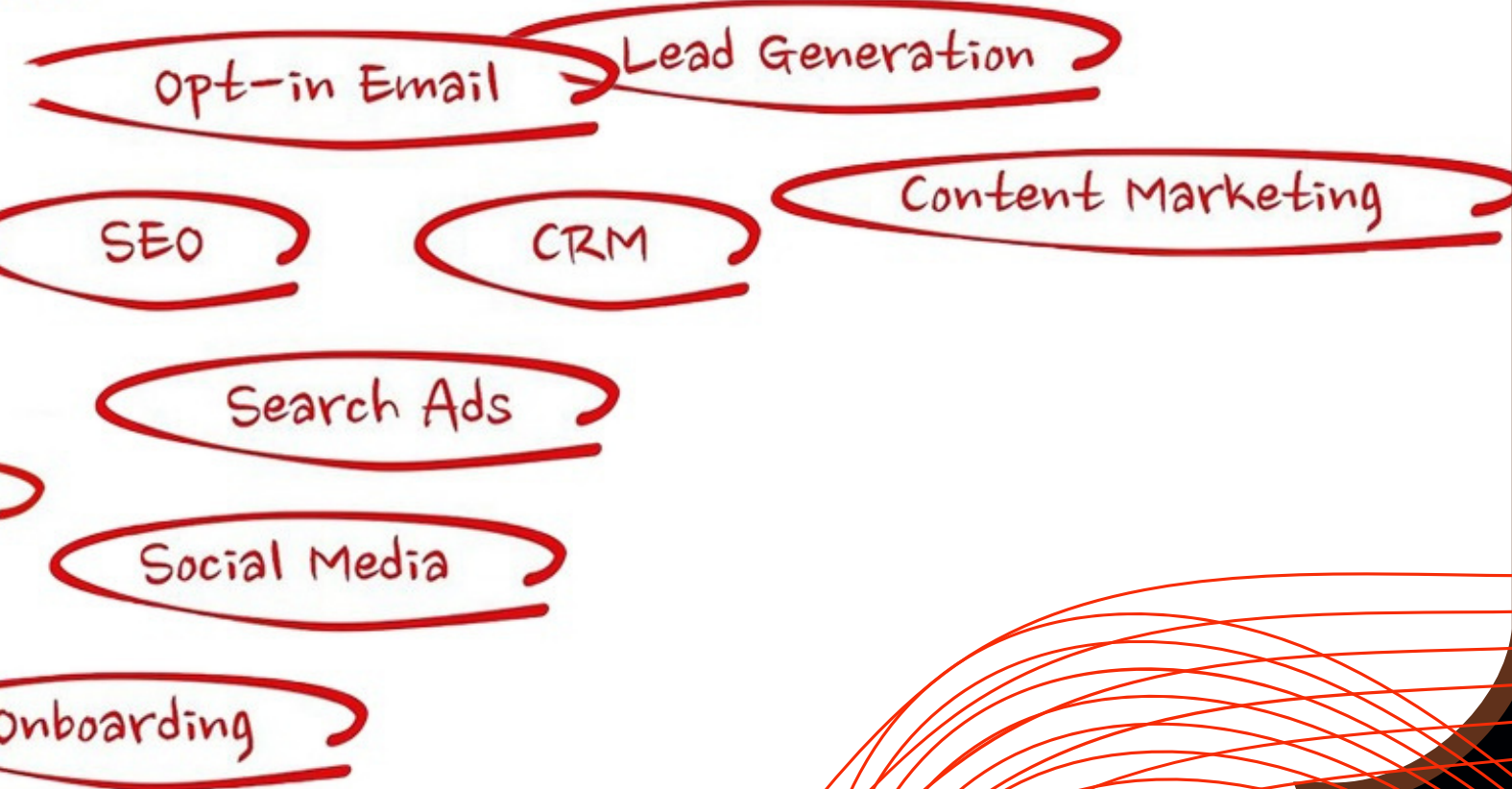
**SALES TEAM**



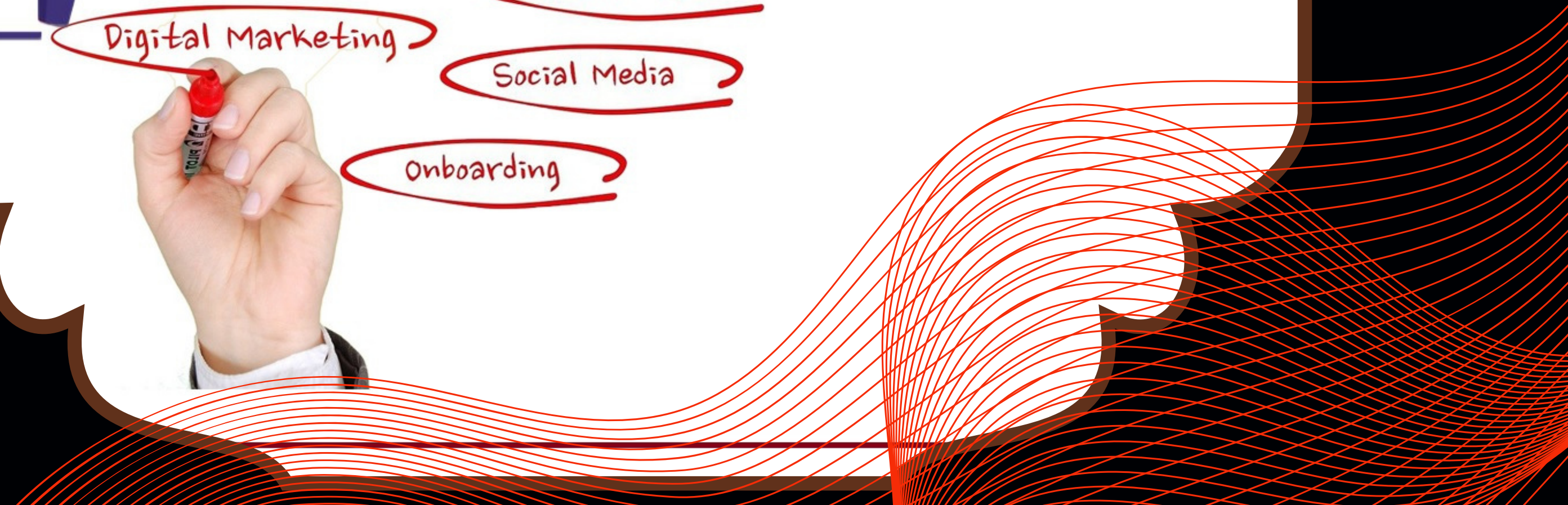
# DIGITAL MARKETING



advertising sign-ups revenue analytics sales  
result landing page leads traffic clicks conversion rate  
digital marketing  
search engine optimization product  
social media commission  
email list google referrals targeting



Digital Marketing





# HOW CAN GM OFF ROLLS HELP?



**These are some of the steps we take:**



- Responsible for developing and implementing Digital campaigns,
- Promote the company's brand, products, and services.
- Enhancing brand awareness within the digital space,
- Driving website traffic, acquiring leads and customers,
- Social Media Management.
- Managing other channels like Google Ads, website content.
- WhatsApp, Telegram and Email marketing.
- Analyze metrics, and identify trends.
- Art direction and presentation
- Identifying trends

**DIGITAL MARKETING**

**Continued.....Part II**



## Continued.....Part II

- Website Management
- SEO/SEM.
- Backlinks building.
- Content management
- Recruiting, evaluating, managing, training and motivating digital staff.
- Plan campaigns,
- Optimization
- Management, evaluating and re-working campaigns in real time.
- Blogging in various sites
- Update with latest softwares.
- Competitor digital study - International & Domestic

**DIGITAL MARKETING**



# MARKETING





# HOW CAN GM OFF ROLLS HELP?



**These are some of the steps we take:**

- Creating effective marketing campaigns to boost sales,
- Collaborating with advertising agencies or drafting sales contracts.
- BTL, TTL & ATL Activities.
- Offline marketing campaigns, Pole campaigns, Billboards, Leaflet campaigns, Advertisement and Media Management
- Theatre & Mall activities
- Conducting market research
- Identifying the target audience
- Managing advertising and promotions,
- Monitoring and analyzing performance,
- Collaborating with cross-functional teams:



**MARKETING**



# HR & ADMIN





# HOW CAN GM OFF ROLLS HELP?



**These are some of the steps we take:**

- Interview assistance and recruitment processing.
- Induction, evaluation, promotion and termination.
- Exit interview
- Team and staff mediation,
- Payroll Management, Attendance and leave management, Technology updates
- Training and Motivation.
- Creating and implementing SOP policies and procedures.
- Promote a positive work environment.
- Performance management and solutions.
- Labor law compliance

**HR & Admin**



**VIRTUAL GM**



# **Virtual GM**

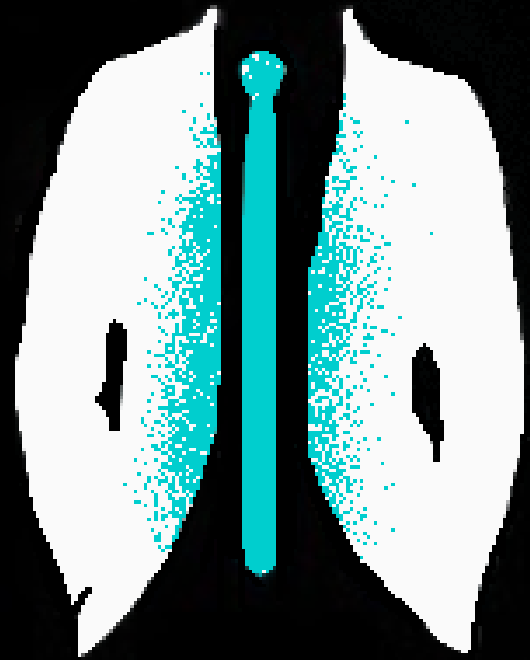


# VIRTUAL GENERAL MANAGER



## These are some of the steps we take:

- Hybrid Service - both Online & Offline.
- Team Management.
- Day to day activities like daily report discussion, current work agenda, etc.
- Approvals for media releases.
- Monitoring, training and evaluation of the team.
- Creating team from scratch, training and evaluating.
- Creating and implementing SOP policies and procedures.
- Promote a positive work environment.
- Performance management and solutions.
- SWOT Analysis
- Product and service development
- Groom the team for optimal performance



*Virtual GM*

**VIRTUAL GM**



# REPORTS

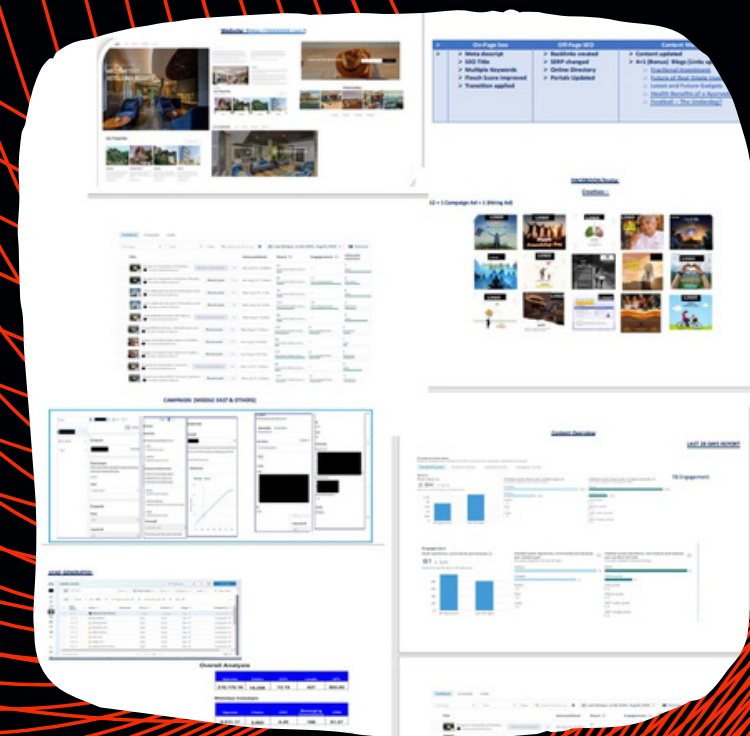


REPORT	LEAD SUMMARY	TEAM & GOAL	WORK PERFORMANCE	THIS WEEKEND	REVENUE
TYPE	STATUS	PAUSE	SPAGE	FORGOTT	PRICE FOR
AGENCY	SUPPLIER	REQD	TOTAL	TEAM FREQUENCY	

Sales Report

DATE	NAME	REMARKS	SOURCE	AREA	LANGUAGE	TMR	PROJECT	TYPE	AMOUNT
15-09-2022	Mr. Joseph Paulose	Site visit on 15/09/22	FB	Apartment	Malayalam	11:00 PM	Apartment	Apartment	₹ 1.5 Lacs

Marketing Report



Digital Marketing Report

	SEPT	OCT
Total Leads	147	38
BOOKING	1	
CALL LATER	7	4
TAKE ENQ	3	
DISCONNECTING	14	1
FOLLOW UP	10	5
DOCUMENT REQUIREMENT	1	
LOW BUDGET	1	
NOT PICKING	28	4
NOT INTERESTED	22	1
NOT CONNECTING	14	1
NOT MONTH	20	11
NOT DONE	3	
NOT DONE	2	
NOT OFF	1	
NOT CALL BACK	10	6
Not Pending	9	2
Not leads to call		3
<b>Total</b>	<b>147</b>	<b>38</b>

Lead Analysis Report



Customer Relations Report

Download Sample reports - <https://gmoffrolls.com/downloads/>



# PRICING

GM OFF ROLLS  
Turning your office Professional

<p><b>TEAM MANAGEMENT</b></p> <p>Per Month</p> <p><b>₹ 10,000</b></p> <p>TEAM MANAGEMENT</p> <p>We manage you team - Sales/Marketing/CRM.</p> <ul style="list-style-type: none"> <li>Overall Management</li> <li>Monitoring a team of 4</li> <li>Daily Team Meetings</li> <li>One to one meeting</li> <li>Training and Skill Development</li> <li>Daily &amp; Weekly work agenda</li> <li>Meeting with customer</li> <li>Discussion with customer</li> <li>Negotiation with customer</li> <li>MDN with customer on their premises (Premium)</li> <li>Objection handling</li> <li>Team analysis</li> <li>Mystery customer visit (Premium)</li> <li>Personalized Tasks as per discussions (Premium)</li> <li>Site Visits (Premium)</li> </ul>	<p><b>CRM MANAGEMENT</b></p> <p>Per Month</p> <p><b>₹ 8,000</b></p> <p>CRM MANAGEMENT</p> <p>We manage your Customer Relations</p> <ul style="list-style-type: none"> <li>Overall Management</li> <li>Weekly emailers on update/newsletter to customers</li> <li>Daily Email, WhatsApp replies</li> <li>Payment reminder and other calls</li> <li>Documentation</li> <li>Coordination among other departments</li> <li>Maintaining good relationship with customer</li> <li>Handling queries/complaints</li> <li>Personalized Tasks as per discussions (Premium)</li> <li>Mystery customer visit</li> <li>Individual customer handling (Premium)</li> <li>Answering phone calls (Premium-Free with Tele-calling Plan)</li> </ul>	<p><b>SOCIAL MEDIA</b></p> <p>Per Month</p> <p><b>₹ FREE</b></p> <p>SOCIAL MEDIA MANAGEMENT</p> <p>We manage your Social Media platforms</p> <ul style="list-style-type: none"> <li>Overall Management of FB &amp; Insta.</li> <li>YouTube Management</li> <li>Weekly 2 posting</li> <li>2 Original creatives</li> <li>2 Branding pics</li> <li>4 video uploads</li> <li>2 Seasonal/market related pics</li> <li>2 Product related pic</li> <li>1 Blog</li> <li>1 Video editing</li> <li>Handling social interactions</li> <li>Weekly Emailers</li> <li>LinkedIn Profile Management (Premium)</li> <li>Personalized Tasks as per discussions (Premium)</li> </ul>	<p><b>DIGITAL MARKETING</b></p> <p>Per Month</p> <p><b>₹ 3,000</b></p> <p>DIGITAL MARKETING</p> <p>Improve your Brand view and value.</p> <ul style="list-style-type: none"> <li>Overall Management of Digital marketing</li> <li>Social Media Management</li> <li>LinkedIn Profile Management</li> <li>Alternate day posting</li> <li>10 Original creatives &amp; 5 branding pics</li> <li>2 Branding campaigns</li> <li>4 Blogs</li> <li>Handling social interactions</li> <li>On &amp; Off page SEO</li> <li>Email &amp; Whatsapp push</li> <li>Contest, Survey &amp; Offers</li> <li>2 Video Editing (Premium)</li> <li>Print, Media &amp; Broadcast Managment</li> <li>Personalized Tasks as per discussions</li> <li>Increasing likes &amp; Subscribers (Premium)</li> </ul>	<p><b>HR &amp; ADMIN</b></p> <p>Per Month</p> <p><b>₹ 2,500</b></p> <p>HR &amp; ADMIN</p> <p>We manage you HR, Admin services</p> <ul style="list-style-type: none"> <li>Employee Audit</li> <li>Training and SWOT analysis</li> <li>Induction programs</li> <li>Recruiting</li> <li>Interviews &amp; Salary negotiation</li> <li>Interview participation</li> <li>Payroll Management</li> <li>Attendance &amp; Leave management</li> <li>Video logins</li> <li>Approval and data check for office supplies</li> <li>Providing customized SOP</li> <li>Motivation</li> <li>Exit Interviews</li> <li>Personalized Tasks as per discussions</li> <li>Documentation (Premium)</li> </ul>
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**SECRETARY**

Per Month

**₹ 15,000**

Executive Assistant

Managing all your Secretarial works virtually

- Daily Schedule Management
- Prioritizing Workload
- Confidentiality
- Support to board of Directors
- Calendar Management
- Visa & Travel Management
- Call and Mail management
- Facilitating communications and field interactions
- Scheduling appointments
- Minutes of meetings
- Managing databases
- Office Management (in his absence)

[Get Service](#)

**MARKETING**

Per Month

**₹ 25,000**

Marketing

Managing all your Marketing Strategy (ATL+TTL+BTL)

- Daily Schedule Management
- Developing Marketing Strategies:
- Market Research:
- Target Audience Identification:
- ATL/BTL Activities
- Advertising and Promotion:
- Budget Management:
- Analytics and Reporting:
- Team Management:

[Get Service](#)

**SALES**

Per Month

**₹ 35,000**

Sales

Managing your Sales Team

- Sales Strategy Development:
- Sales Planning:
- Setting Sales Targets:
- Support to board of Directors
- Sales Performance Evaluation:
- Sales Training and Development:
- Team Management:
- Discussion and Negotiation with customer

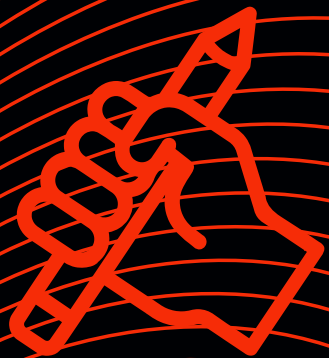
[Get Service](#)





# WHY GM OFF ROLLS?

With GM Off Rolls, these brand identity attributes will be projected to your team enhancing its professionalism and productivity.



**Innovation**



**Goals**



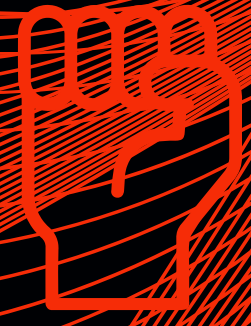
**Transparency**



**Equipment**



**Responsibility**



**Trust**



**Integrity**



# WHY GM OFF ROLLS?



Top Experienced Professionals:

Enhanced Productivity:

Better Management Services

Off Roll Services

Free up your Manager`s time

Financial Benefit

One stop for all Management

Wide area of Management

International Experience

Advanced Technology

Hybrid Service

Hybrid Service



# WHY GM OFF ROLLS?



**Do you need more reasons?**

**Call: 81290 46660**

[www.gmoffrolls.com](http://www.gmoffrolls.com)





# OUR CONTACTS



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THANK  
YOU.

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