

# GROW YOUR BUSINESS WITH SANYA GUPTA

Business Coaching, Growth Strategy  
and Tech Transformation - Leverage  
on a Decade Long Industry  
Experience



**CONTACT ME**

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[hfgnconsulting.com](http://hfgnconsulting.com)



## **Why Work With Me**

With 31000+ hours of experience in international education industry, I specialise in building ethical, scalable, high-trust study abroad consultancies through a structured combination of:

- Growth and marketing strategy
- Team building and training
- Business and process coaching
- Tech and CRM system development (B2B and B2C)

I have worked closely with large-scale consultancies, tech teams, and senior leadership to build:

- Growth, sales and marketing funnels
- Complete CRM systems
- Counsellor workflows
- Conversion strategies
- Brand positioning frameworks
- Lead nurturing journeys
- Automation and dashboard systems
- Training systems
- Work culture and performance structures

I also provide access to expert Product Managers, Developers, and AI/Tech specialists for companies that require advanced technical solutions.



2025

# **Coaching & Growth** **Packages**

*Explore the range of collaborations we can do and  
always, we can create more.*

## 1-Month Growth and Structure Program

Includes:

- Weekly coaching calls
- Marketing and lead intake strategy
- Document process structure
- Team role alignment
- Counsellor workflow creation
- CRM guidance
- Initial automations
- Ethical sales framework
- Weekly action reviews

Outcome: A stable, organised, compliant young consultancy.



## 3-Month Growth Accelerator

Everything above plus deeper work on:

- Lead generation and nurturing system
- Organic and digital marketing roadmap
- Counsellor training (sales, behaviour, documentation quality)
- Team structure and OKRs
- Feedback and performance systems
- Sales and marketing alignment
- SOP creation (counselling, documentation, follow-up)
- CRM structure and automation blueprint

Outcome: A predictable, efficient, revenue-aligned organisation.



## 6-Month Scale and Culture Program

Your company is transformed end-to-end.

### Growth Strategy

- Revenue modelling
- High-conversion funnels
- University partnerships plan
- Market diversification (India, Sri Lanka, Africa and others)

### Marketing Systems

- Organic growth blueprint
- Content strategy (blogs, social, events)
- Brand authority building
- Long-term inbound lead system

### Team Building and Training

- Counsellor upskilling modules
- Sales training and objection handling
- Team structure design
- Hiring support
- Performance review systems
- Leadership grooming

### Work Culture and Environment

- Best practices for a positive and growth-driven environment
- Communication systems
- Internal feedback mechanism
- Accountability and ownership model

### Tech and Automation

- CRM building
- Workflow automation
- Reporting and dashboards
- KPI tracking systems

Outcome: A stable, scalable consultancy with strong culture, strong systems and strong tech.



## **Tech and CRM Development Services (For companies needing tech support)**

If a consultancy does not have its own tech team, I connect them to senior product managers and developers who can build powerful platforms.

Pricing varies based on project scope.

Deliverables May Include:

- AI-powered course search
- Event and education fair platform
- Internal/external meeting tracker
- Custom CRM (B2B and B2C)
- Mobile app development
- Website enhancement
- Learning management systems
- Knowledge-sharing automation
- AI bots and lead assistants

Includes requirement mapping and delivery supervision.

## **Customised Plans**

Custom packages are available for larger organisations, multi-country operations or companies requiring deep structural transformation.



**Are You Ready To Make A Difference? To Think Different? To Act Different?  
To Create Different?**

**If Yes, LET US TALK!**

*Why reinvent the wheel when shared experiences and collective knowledge can move an entire industry forward?*

*Yes, the purpose of entering any business is to earn money — but it is also to create jobs, to make a meaningful difference, to operate consciously, to reduce waste and to build a workplace that is responsible in every aspect of its existence.*

*If you want to build a consultancy that grows with purpose, integrity and long-term vision, do not hesitate to take the first step. Make the move, and I will help you build everything that follows.*

### **Contact Details**

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