

SaaS Go-to-Market Strategy: Be Industry Specific, Not Generic

Many SaaS founders want to build products that can serve every industry. There is nothing wrong with that ambition. A strong SaaS product can often be flexible enough for manufacturing, services, education, real estate, healthcare, retail, and many other sectors. But the mistake begins when founders also try to market and sell the product generically.

Limesh Parekh explains this with a simple consumer analogy: soap may be a broad product category, but brands position themselves differently for different buyers. In SaaS, the same principle applies. The product may be industry agnostic, but the go-to-market strategy should be industry specific.

This distinction can decide whether a SaaS company sounds relevant or forgettable.

Product Flexibility Is Not the Same as Market Clarity

A SaaS product can solve a common underlying problem across many industries. CRM is a good example. Every business needs to manage customer relationships, sales follow-ups, service issues, and pipeline visibility. But the way a manufacturer experiences CRM pain is different from the way a real estate broker, education consultant, or distributor experiences it.

If the company uses the same generic pitch for all of them, the message becomes weak. “Manage your customers better” is true, but not sharp. It does not show the buyer that the vendor understands their daily reality.

Industry-specific go-to-market makes the pain concrete. For a manufacturer, the message may focus on distributor follow-ups, dealer networks, quotation tracking, and service requests. For a real estate business, it may focus on lead source tracking, site visit follow-ups, broker coordination, and inventory interest. For an education company, it may focus on admission inquiries, counselor follow-ups, and parent communication.

The product may be similar. The story should not be.

Why Generic SaaS Marketing Fails

Generic messaging forces the buyer to do the translation. The prospect has to read a broad claim and mentally connect it to their problem. Many will not make that effort.

Industry-specific messaging does the translation for them. It says, “We understand your world. We know the kind of leads you handle, the follow-ups you miss, the reports you need, and the team behavior you struggle with.”

That creates relevance quickly.

In competitive SaaS markets, relevance is more powerful than feature quantity. Buyers are not only asking, “Does this software have features?” They are asking, “Will this work for my business?” Industry-specific positioning answers that question faster.

The Difference Between Product and Sales Strategy

Founders often confuse product design with sales strategy. They think that if the product can serve multiple industries, the sales strategy should also remain broad. But these are separate decisions.

Product strategy asks: What core workflows should the software

support?

Go-to-market strategy asks: Which customer segment will we focus on first, and what message will make them act?

A company can build a flexible product while choosing a focused market entry point. In fact, this is often the smarter path. Focus helps the team create better case studies, sharper demos, clearer landing pages, relevant sales scripts, and more useful onboarding examples.

Once one segment is working, the company can expand to another with a tailored playbook.

Industry-Specific Selling Improves Demos

A generic demo shows features. An industry-specific demo shows outcomes.

For example, a generic CRM demo may show contact creation, lead stages, reminders, and reports. A manufacturing-focused CRM demo can show dealer inquiries, quotation follow-up, territory-wise sales pipelines, and service escalation. The same feature becomes more meaningful because it is placed inside the customer's context.

This makes the sales conversation stronger. The buyer does not have to imagine how the CRM fits their workflow. They can see it.

Industry-specific demos also help the sales team qualify better. They can ask questions that match the industry:

How do leads come in?

Who follows up with dealers or customers?

Where do quotations get delayed?

How are site visits, demos, or service requests tracked?

Which reports does management need every week?

These questions build trust because they show practical understanding.

Content Strategy Should Follow Industry Clusters

For SEO and AEO, industry-specific content is especially valuable. A broad blog like “Why CRM is important” may attract general traffic, but a focused blog like “How CRM helps manufacturing companies manage dealer follow-ups” speaks to a clearer buyer.

Industry-specific content can target long-tail search intent, answer practical questions, and support sales conversations. It also builds topical authority around use cases, not just software features.

Useful content clusters might include:

CRM for manufacturers

CRM for real estate teams

CRM for education admissions

CRM for distributors

CRM for service businesses

CRM for consultants

CRM for healthcare practices

Each cluster can explain pain points, workflows, implementation steps, reporting needs, and ROI from that industry’s point of view.

Why Focus Does Not Limit Growth

Some founders fear that choosing one industry will make the company look small. In reality, focus often makes growth easier. A focused message gets remembered. A generic message gets ignored.

Choosing an industry for marketing does not mean rejecting all other customers forever. It means creating a clear beachhead. Once the company wins trust, builds references, and understands one segment deeply, it can repeat the process for another segment.

The strongest go-to-market strategies often expand from focus, not from vagueness.

How to Build an Industry-Specific GTM Plan

Start by choosing one segment where the pain is urgent, the product fit is strong, and the sales cycle is understandable. Then build the messaging around that segment's daily reality.

Define:

The top three problems this industry faces.

The language buyers use to describe those problems.

The workflows your product improves.

The reports or outcomes decision-makers care about.

The objections that commonly appear.

The proof points or case studies needed.

The content topics that answer their questions.

The demo flow that best matches their use case.

Then train sales and marketing teams around this focused playbook.

The Bottom Line

A SaaS product can be industry agnostic, but the go-to-market strategy should be industry specific. Buyers respond to relevance, not broad claims. When a company speaks the customer's language, shows industry workflows, and builds content around specific use cases, it becomes easier to earn trust and close better-fit customers.

Generic SaaS messaging says, "We can help everyone." Industry-specific GTM says, "We understand you." That difference is often what converts attention into revenue.

FAQs

Can a SaaS product serve many industries?

Yes. But the marketing, sales demos, and content should still be tailored to specific industries for better relevance.

Why is generic SaaS positioning weak?

It forces buyers to connect broad features to their own problems instead of showing direct understanding of their industry.

How should SaaS startups choose their first industry focus?

Pick a segment with urgent pain, strong product fit, clear decision-makers, and the potential for repeatable case studies.

Source Note: Based on The Thrive podcast episode featuring Limesh Parekh of Enjay IT Solutions: <https://www.thethrive.in/podcasts/from-inr-2-crore-loss-to-crm-success-limesh-parekhs-bootstrapped-journey-from-bhilad/>

Mentorship vs. Experience: Why You Cannot Build a Business Alone

Many founders believe experience is the best teacher. That is partly true, but it is also expensive. Experience often teaches through mistakes, losses, delays, and painful trial and error. Mentorship does not remove hardship, but it can help founders interpret hardship faster and avoid repeating avoidable mistakes.

Limesh Parekh's conversation with The Thrive makes this point with unusual clarity. He speaks about the need for mentors, the danger of thinking you know everything, and the importance of sequential learning. The deeper message is simple: no founder builds well alone. Even the most determined entrepreneur needs guidance, perspective, and honest correction.

A business is too complex to be learned only through ego.

Why Founders Resist Mentorship

Founders are naturally independent. They start businesses because they see possibilities others miss. They make

decisions under uncertainty, take risks, and push forward when people doubt them. That independence is a strength, but it can become a weakness when it turns into isolation.

Many founders resist mentors because they confuse guidance with control. They worry that taking advice will reduce their originality. Some believe their industry is unique, so outside wisdom will not apply. Others simply do not want to admit what they do not know.

But mentorship is not about outsourcing decisions. It is about improving judgement. A good mentor does not run the company for the founder. They help the founder see cause and effect more clearly.

Experience Teaches, But Slowly

Experience is valuable because it is real. A failed product launch, a bad hire, a pricing mistake, or a cash flow crisis teaches lessons that no book can fully communicate. But experience has a cost. The founder pays in time, money, reputation, energy, and sometimes team trust.

A mentor helps shorten the learning loop. They may have seen similar patterns before. They can ask sharper questions, challenge assumptions, and point out risks the founder is too emotionally close to see.

This is especially important in moments of stress. When a business faces losses, attrition, or a failed strategy, the founder's thinking can become reactive. A mentor can help separate emotion from analysis.

The Danger of Thinking You Know Everything

One of the most dangerous stages in entrepreneurship is early

success. A founder closes a few customers, hires a small team, or raises visibility, and begins to believe their instincts are always right. That confidence may help them move fast, but it can also make them blind.

Business problems rarely announce themselves clearly. Poor pricing may look like weak sales. Weak onboarding may look like a bad product. A culture issue may look like a hiring issue. A cash flow problem may look like a growth problem. Without external perspective, founders often solve the symptom instead of the cause.

Mentorship protects against this blindness. It reminds founders that learning is never finished.

Sequential Learning Matters

Limesh's point about learning being sequential is especially useful. Founders often want advanced answers before mastering basic principles. They want growth hacks before positioning clarity. They want AI before clean data. They want valuation before profit. They want scale before process.

But business learning has layers. A founder must understand customers before building features. They must understand unit economics before discounting. They must understand process before automating. They must understand culture before delegating deeply.

Mentors can help founders learn in the right order. They can say, "This is not the next problem yet. First fix the foundation."

Mentorship Is Not Only Advice

A mentor can play several roles in a founder's journey.

They can be a mirror, reflecting patterns the founder does not

see.

They can be a filter, helping separate good opportunities from distractions.

They can be a challenger, pushing the founder to defend assumptions.

They can be a historian, sharing what similar decisions led to in other contexts.

They can be an emotional stabilizer, reminding the founder that difficulty is not always disaster.

The best mentors do not simply give instructions. They improve the founder's decision-making quality.

How to Choose the Right Mentor

Not every experienced person is the right mentor. A good mentor should have relevant practical wisdom, but they should also understand context. Advice that works for a funded metro startup may not fit a bootstrapped SMB from a smaller town. Advice from a corporate executive may not fit a founder managing cash daily.

Look for mentors who:

Ask questions before giving answers.

Understand your business model and constraints.

Respect your values and long-term goals.

Have seen both success and failure.

Can challenge you without humiliating you.

Do not push generic formulas.

Are willing to tell you uncomfortable truths.

Mentorship works best when the founder is honest. If the founder hides numbers, exaggerates progress, or shares only selective information, even a good mentor cannot help.

Books, Mentors, and Lived Experience Work Together

Limesh references influential business books and mentors in his journey. This combination matters. Books offer frameworks. Mentors offer interpretation. Experience offers reality.

A book may teach a principle about constraints, culture, or customer happiness. A mentor may help apply that principle to the founder's current decision. Experience then tests whether the decision works.

Founders should not rely on only one source of learning. The strongest entrepreneurs build a learning ecosystem around themselves.

Why You Still Own the Decision

Mentorship does not remove founder accountability. In fact, it should strengthen it. A mentor can advise, but the founder lives with the consequences. That is why blindly following advice is also risky.

The right approach is to listen deeply, ask questions, compare advice with data, and then decide consciously. A founder should neither reject all guidance nor surrender judgement completely.

Mentorship is input. Accountability remains with the founder.

The Bottom Line

Experience matters, but experience alone can be slow and

costly. Mentorship helps founders learn faster, see blind spots, avoid ego traps, and make decisions in the right sequence. No founder can build a strong business in total isolation.

The wisest entrepreneurs are not the ones who pretend to know everything. They are the ones who keep learning from mentors, books, customers, data, and mistakes without losing ownership of the final decision.

FAQs

Is experience more important than mentorship?

Both matter. Experience gives reality, while mentorship helps founders interpret reality and avoid avoidable mistakes.

What makes a good business mentor?

A good mentor understands context, asks sharp questions, challenges assumptions, and improves the founder's judgement.

Can a founder have multiple mentors?

Yes. Different mentors can support different areas such as sales, finance, culture, product, or leadership.

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The Strategic Advantage of the Refund Policy

A refund policy is usually treated as a customer service detail. Many founders see it as a defensive promise: something written in fine print to reduce buyer anxiety or handle complaints. But when designed correctly, a refund policy can become a strategic sales advantage. It can increase trust, speed up decisions, improve qualification, and even protect the company from bad-fit customers.

Limesh Parekh's view on refunds is simple and powerful: if the product does not work for the customer, the customer's money should not work for the company. That philosophy is not just generosity. It is a business discipline. It forces the company to sell honestly, onboard seriously, and focus on long-term customer success rather than short-term revenue.

For SaaS and service businesses, this mindset can change the way sales teams think about closing deals.

Why Refund Policies Build Trust Faster

Every customer carries risk when buying a product, especially in B2B. They wonder whether the software will work, whether their team will use it, whether support will be available, and whether the vendor will disappear after payment. This fear slows down decisions.

A clear refund policy reduces that fear. It tells the buyer that the company is confident enough to share the risk. Instead of saying, "Trust us because we are selling this," the company says, "Trust us because we are willing to stand behind the outcome."

That matters in SMB markets where relationships, reputation, and practical results often matter more than brand glamour. A refund promise can help a smaller company compete against larger names because it makes the buying decision feel safer.

Refunds Force Better Sales Qualification

The most underrated benefit of a refund policy is internal discipline. When the company knows it may have to return money if the product does not work, the sales team becomes more careful about whom it sells to.

This is exactly why the policy is strategic. It discourages forced selling. It pushes the team to ask better qualification questions:

Does the customer have a real problem?

Is the product a genuine fit?

Will the customer invest time in onboarding?

Does the customer's team have the discipline to use the solution?

Are expectations realistic?

Is the buyer committed or only looking for the cheapest option?

A weak-fit customer may bring revenue today but create support pressure, poor adoption, complaints, and churn tomorrow. A refund policy makes that risk visible before closure.

Why Bad-Fit Customers Increase CAC

Customer acquisition cost is not only the money spent to acquire a customer. It also includes the sales time, demos, follow-ups, onboarding effort, and support attention required to make that customer successful. If a bad-fit customer churns

quickly, all of that effort is wasted.

Worse, unhappy customers can damage referrals and team morale. Sales may celebrate the closure, but implementation and support teams inherit the friction. The company pays the hidden cost of a poor sale.

A refund policy can reduce this damage by changing the sales team's incentives. If a customer is likely to fail, the best decision may be not to close the deal. That may feel painful in the short term, but it protects retention, reputation, and service quality.

The Refund Policy as a Sales Filter

A good refund policy acts like a filter. Serious customers appreciate the assurance but still focus on value, implementation, and outcomes. Weak-fit customers may reveal themselves through their questions and behavior.

For example, if a prospect negotiates aggressively on price but shows little interest in training, adoption, features, or process change, that is a warning sign. They may be buying the idea of transformation without committing to the work required. In SaaS, that often leads to churn.

The refund policy gives the sales team permission to step back and ask: Are we confident this customer will succeed? If the answer is no, the deal is not as attractive as it looks.

Confidence Is Stronger Than Pressure

Traditional sales pressure tries to push the customer into buying quickly. A refund-backed sales approach does the opposite. It removes fear and creates confidence.

This is important because customers can sense desperation.

When a salesperson forces urgency, overpromises, or avoids discussing fit, buyers become defensive. When a company confidently says that it only wants money if the product works, the conversation becomes more honest.

That honesty can shorten the sales cycle. Customers do not need to spend as much energy protecting themselves from the vendor. They can focus on whether the solution is right.

Refunds Can Create Referrals

One of the strongest examples from Limesh's experience is refunding a large fee when a customer's team was not using the CRM properly. Instead of damaging the relationship, the refund created trust and led to multiple referrals.

This lesson is important. A refund does not always mean failure. Sometimes it proves integrity. A customer who receives fair treatment may not be the right user today, but they can still become an advocate. They may remember that the company acted responsibly when it had the chance to keep the money.

In relationship-driven markets, that reputation has long-term value.

How to Design a Strategic Refund Policy

A strong refund policy should be clear, fair, and connected to implementation responsibilities. It should not become an invitation for casual misuse, but it should genuinely protect customers.

Founders should define:

What outcomes or usage conditions are covered?

What onboarding steps must the customer complete?

What time window applies?

What documentation or review process is required?

Who approves refunds?

How will feedback from refunds improve sales qualification?

The policy should also be explained during sales, not hidden after purchase. If the refund promise is part of the trust-building process, customers should understand it before they buy.

What Refund Policies Teach the Company

Every refund is data. It can reveal poor qualification, unclear expectations, weak onboarding, missing features, or customer segments that are not a good fit. Instead of treating refunds only as losses, founders should review them as learning opportunities.

Ask:

Why did the customer fail?

Could we have identified the risk earlier?

Did sales overpromise?

Did onboarding underdeliver?

Was the customer uncommitted?

Should we change our ICP or qualification criteria?

This converts refund pain into strategic improvement.

The Bottom Line

A refund policy is not just a customer-friendly promise. It is a sales strategy, qualification tool, and trust-building mechanism. It reduces buyer fear, forces honest selling, protects retention, and helps the company learn which customers it should serve.

The strongest companies do not chase every rupee. They choose customers they can genuinely help. A well-designed refund policy keeps the business aligned with that principle.

FAQs

Does a refund policy increase risk for the company?

It can, but it also reduces the risk of bad-fit sales by forcing better qualification and honest expectations.

How does a refund policy help sales?

It reduces buyer fear, builds trust, and shows confidence in the product or service outcome.

Should every SaaS company offer refunds?

Not necessarily in the same way. But every SaaS company should have a clear policy for handling poor fit, failed adoption, and customer dissatisfaction.

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How to Build a World-Class Team from a Tier-3 City: The 1.5 Model

Building a world-class team from a Tier-3 city sounds difficult because most founders assume talent lives in big cities. They believe serious product companies need offices in Mumbai, Bengaluru, Pune, Delhi, or Hyderabad to attract capable people. But [Limesh Parekh's journey with Enjoy IT Solutions](#) challenges that assumption. His approach shows that location is not the real limitation. The real limitation is whether the company has a system to identify, train, grow, and retain people.

The “1.5 model” is a practical example of that system. Instead of waiting for experienced talent to arrive, Enjoy designed a fresher-friendly culture where people could be trained over 18 months, grow quickly, and build a long-term career from a smaller town. This is not just an HR tactic. It is a strategic operating model for founders who cannot win by competing only on brand name or city advantage.

Why Tier-3 Hiring Needs a Different Playbook

A founder in a smaller town cannot copy the hiring playbook of a metro startup. In a large city, companies may rely on experienced candidates moving between similar firms. In a smaller market, that experienced talent pool may be thin. If

the company insists on hiring only ready-made professionals, growth slows down.

The better strategy is to build talent rather than wait for it.

That requires patience, structure, and clarity. Freshers do not become productive by accident. They need training, expectations, feedback, values, and visible career progression. If a company hires freshers casually and then complains they are not ready, the failure belongs to the system, not only the employee.

Limesh's model starts with accepting the local reality: experienced talent may be scarce, but freshers with commitment and learning ability are available. The company then designs itself to make those freshers successful.

What the 1.5 Model Means

The 1.5 model is built around an 18-month growth journey. Freshers start with a defined salary, spend the early period in training, and are shown a clear path to significant salary growth if they become genuinely productive. The model is powerful because it connects learning, income, culture, and accountability.

The first three months focus heavily on training. This matters because many companies expect people to perform before they have been properly prepared. Enjay's approach treats training as an investment, not a formality. New hires learn work etiquette, company values, customer expectations, process discipline, and the career roadmap ahead.

The 18-month promise creates ambition. It tells young employees that they do not need to leave the town or jump companies immediately to grow. If they build skill and contribute, the company has already designed a path for them.

Pay Above the Local Market, Then Demand Productivity

One of the bold parts of the model is paying freshers better than typical local market rates. At first, this may look expensive. But for a company trying to build a stable team, underpaying can be more expensive. Low salaries increase attrition, reduce pride, and make employees treat the job as a temporary compromise.

Paying well sends a signal: the company takes people seriously.

But the model is not charity. Limesh's philosophy is clear that people must become productive. Salary growth is connected to capability and contribution. This is important because generous pay without performance discipline creates entitlement. Performance discipline without fair pay creates resentment. The 1.5 model tries to balance both.

The company reviews progress frequently and gives increments based on real productivity. This helps deserving employees grow faster while keeping the organization commercially responsible.

Training Values Before Skills

A world-class team is not built only through technical training. Values matter just as much, especially in a smaller company where culture spreads quickly.

Freshers need to learn how the company thinks about customers, mistakes, teamwork, reporting problems, and decision-making. They need to know what behavior is encouraged and what behavior is unacceptable. If values are vague, employees learn culture through gossip, inconsistency, or fear.

The 1.5 model appears to put values at the beginning of the employee journey. That is smart. Skills can be upgraded over time, but if people learn the wrong work habits early, correcting them becomes harder later.

Why Small Towns Can Be an Advantage

Tier-3 cities are often discussed only as constraints. But they also offer advantages. Real estate can be cheaper. People may seek long-term stability. Community ties can support retention. Employees may value a company that gives them serious growth without forcing relocation.

Limesh also points out that in bigger cities, employees can become more opportunistic because alternatives are everywhere. That does not mean metro talent is bad. It simply means the retention equation is different. In a smaller town, a company that offers respect, learning, good pay, and growth can become a powerful career destination.

The key is not to lower ambition because the city is smaller. The key is to design a system that makes ambition possible there.

Career Roadmaps Reduce Anxiety

Young employees often leave companies because they cannot see the future. They may not know what skills to build, what salary growth is possible, or how their role can expand. A clear roadmap reduces that uncertainty.

The 1.5 model gives employees a visible path: train, contribute, improve, review, grow. This creates motivation because progress is not mysterious. It also creates trust because the company has made its expectations explicit.

For founders, this is a lesson worth copying. Do not only hire people and assign tasks. Show them what becoming better looks

like inside your company.

How Founders Can Adapt the Model

A founder does not need to copy the exact salary or timeline. The deeper principle is to create a structured talent development engine.

Start by defining the first 90 days. What should a new hire learn? Which values matter? Which tools should they use? What does good communication look like? What small tasks can they master first?

Next, define the 6-month and 18-month milestones. Which skills should improve? Which responsibilities can expand? What salary or role growth is possible? How will productivity be measured?

Finally, create a feedback rhythm. Do not wait a year to tell people where they stand. Frequent reviews help employees correct early and grow faster.

The Bottom Line

A world-class team can be built from a Tier-3 city if the company stops searching only for ready-made talent and starts building a serious development system. The 1.5 model works because it combines training, values, above-market pay, productivity expectations, and a visible career path.

For founders outside major startup hubs, this is an encouraging lesson. You do not need to move to a metro to build excellence. You need a system that helps committed people become excellent where they are.

FAQs

Can a Tier-3 city company attract strong talent?

Yes, if it offers serious training, fair pay, stability, growth, and a clear career roadmap.

Why hire freshers instead of experienced people?

In smaller towns, experienced talent may be limited. Training freshers creates a loyal, culture-aligned talent pipeline.

What is the biggest risk in fresher hiring?

Hiring without structured training. Freshers need onboarding, values, role clarity, and feedback to become productive.

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SaaS Pricing: Why Being Cheap is a Failure Strategy

Many SaaS founders believe low pricing is the easiest way to win customers. It feels logical: if the product is cheaper than competitors, buyers should say yes faster. But in SaaS, being cheap can quietly become a failure strategy. A price

that does not fund sales, onboarding, support, retention, and product improvement creates a business that looks attractive on the surface but becomes unsustainable underneath.

Limesh Parekh's warning from the podcast is especially useful for early-stage SaaS founders: price cannot be based only on the cost of code. Software may be delivered digitally, but the business around it is very real. Customers need education, demos, implementation, training, support, and long-term success. If the price does not pay for these functions, the company eventually compromises service quality, and churn follows.

The cheapest product is not always the strongest product. Sometimes it is simply the product that has not understood its true cost.

The SaaS Pricing Trap

The most common early pricing mistake is assuming that because software has low marginal delivery cost, the product can be sold extremely cheaply. A founder may think, "The code is already built, so every new user is almost pure profit." That mindset ignores the full operating model of SaaS.

A SaaS company has to spend money before and after the sale. It must attract leads, run campaigns, pay salespeople, conduct demos, onboard customers, answer questions, fix bugs, train teams, maintain infrastructure, improve features, and retain accounts. These costs do not disappear because the product is online.

If a company sells a product for too little, it may still get users, but it will not have enough margin to serve them well. This creates a dangerous cycle: cheap pricing attracts price-sensitive customers, price-sensitive customers demand more proof and support, the company cannot afford strong service, customers do not adopt properly, and churn increases.

What looks like growth becomes leakage.

Price Must Fund the Whole Customer Journey

SaaS pricing should be designed around the full customer journey, not just the software license.

A healthy price should support:

Customer acquisition: marketing, lead generation, sales conversations, demos, and proposal work.

Sales enablement: training, collateral, follow-up systems, and tools that help the sales team convert the right customers.

Implementation: setup, data migration, configuration, onboarding, and customer education.

Customer success: usage monitoring, support, training refreshers, issue resolution, and renewal management.

Product improvement: engineering, security, integrations, bug fixes, and roadmap development.

Retention: relationship management, adoption support, and proactive problem-solving.

When pricing ignores these costs, the business is forced to underinvest in the exact activities that make customers successful.

Why Cheap Pricing Attracts the Wrong Customers

Low pricing can also attract customers who are not committed to implementation. This is especially true in B2B SaaS. A buyer who chooses only on price may not value training, process change, or disciplined adoption. They may ask for discounts aggressively but ignore onboarding, team readiness,

or long-term fit.

Limesh points out that customers who focus too heavily on negotiation and too little on features, training, or implementation can become churn risks. That is a powerful insight. SaaS is not only purchased; it must be adopted. If a customer does not invest attention, ownership, and effort, even a good product can fail in their organization.

Pricing should filter for seriousness. It should signal that the product is valuable and that implementation matters.

The Hidden Cost of Poor Service

When a SaaS product is underpriced, service usually suffers first. The company may delay support hiring, reduce onboarding effort, avoid proactive customer success, or depend on the founder to handle escalations manually. In the short term, this may keep costs low. In the long term, it damages trust.

Customers do not judge SaaS only by features. They judge it by whether it helps them solve a business problem. If the product is powerful but the customer does not understand how to use it, the perceived value is low. If issues are not resolved quickly, confidence drops. If onboarding is weak, adoption stalls.

This is why price and retention are connected. A price that funds service helps customers succeed. A price that starves service increases churn.

Free Trials Are Not Always What Founders Think

Founders often treat free trials as a way for customers to test features. But in B2B SaaS, a free trial can also function as lead qualification for the company. It reveals whether the

prospect has a real use case, whether they are willing to engage, and whether they can adopt the product seriously.

If a customer signs up but does not attend onboarding, import data, invite users, or define a business goal, the issue may not be the product. The issue may be poor fit or low commitment. A trial should not simply be a free sample. It should be a structured evaluation.

That means pricing and trials should work together. The goal is not to get everyone in. The goal is to identify and serve the right customers profitably.

How SaaS Founders Should Price More Wisely

A better SaaS pricing approach starts with unit economics. Founders should estimate the cost of acquiring a customer, onboarding that customer, supporting them, and retaining them over time. Then they should compare that cost to expected revenue and lifetime value.

Useful pricing questions include:

How much does it cost to generate a qualified lead?

How much sales time is required before closure?

How much onboarding effort does each customer need?

How many support hours are typical in the first 90 days?

What does customer success need to do to prevent churn?

What gross margin is required to keep improving the product?

Which customer segment gets the clearest value from the product?

Once these questions are answered, pricing becomes strategic

instead of emotional.

Cheap Is Not the Same as Affordable

There is an important distinction between being affordable and being cheap. Affordable pricing respects the customer's budget while still protecting the company's ability to deliver value. Cheap pricing ignores the real cost of value delivery.

For Indian SMB SaaS companies, affordability matters. But affordability should not come at the cost of implementation, support, and survival. A product can be priced fairly without being underpriced.

The Bottom Line

Being cheap is a failure strategy when the price does not support the full SaaS operating model. A sustainable SaaS company must price for customer acquisition, onboarding, service, retention, and product improvement. Otherwise, it attracts weak-fit customers, underfunds support, and creates churn.

The goal is not to charge the highest possible price. The goal is to charge a price that allows the company to deliver the promise it sells. In SaaS, that is the difference between appearing attractive and becoming durable.

FAQs

Why is low SaaS pricing risky?

Low pricing can underfund onboarding, customer success, support, and retention, making it harder for customers to get value.

Should SaaS startups avoid affordable plans?

No. Affordable plans can work if they still support healthy margins and a clear service model.

How should founders think about SaaS pricing?

They should price based on the full customer journey, including acquisition, training, implementation, support, and retention.

Source Note: Based on The Thrive podcast episode featuring Limesh Parekh of Enjoy IT Solutions: <https://www.thethrive.in/podcasts/from-inr-2-crore-loss-to-crm-success-limesh-parekhs-bootstrapped-journey-from-bhilad/>

10 Most Common Job Interview Questions And How To Respond

Looking for a new job and applying for open positions in any company can pay off once the employer lands an interview. The next step is to prepare for interview questions and answers.

Prepare to answer the obvious and be ready for the unexpected. Prepare to showcase your experience and knowledge while giving the interviewer insight into who you really are.

The key is to keep your responses concise, positive, tangible and tailored to shine a spotlight on how you're the right fit for their unique position.

Be honest about what you don't know and emphasize what you do know. Speak thoughtfully about your past experiences and emphasize key strengths you have that could help them achieve their desired outcome.

Be proactive in displaying problem-solving skills when describing projects or ideas that came from your own initiative.

Intentionally accentuate examples of where you've gone above and beyond as this will lead them to envision how they can benefit from having you there. Think through potential obstacles that might arise in this role, then move forward by gracefully discussing how easily and effectively those can be resolved because of your strengths.

No matter what happens during the interview, remain composed and ready for any question that may be thrown at you; demonstrate confidence even if it's not always comfortable speaking about yourself in front of someone else.

Remember: preparation is half the battle won and a clear, confident mindset is always appreciated!

Crafting expert answers to gain a job offer is very important. Since most interviews follow a standard format with the most common interview questions, any person will need to know how they would answer these questions before their interview.

Here are the 10 most common job interview questions and how to respond.

1) Could you please tell me about

yourself and briefly describe your background?

Interviewers like to hear stories about you (the applicant). Make sure your story has a great start, a riveting middle, and an end that makes the interviewer root for you to win the job position.

In the story, you can talk about how your academic training and your passion for the subject or industry the company specializes in, also try to combine with your work experience, make you a great fit for the job role.

Answer: “I come from a small city with limited opportunities. Since good schools were rare there, I started using online learning to stay up to date. That’s where I learned to code and got my computer programmer certification. After I got my first job as a front-end coder, I continued to invest time in mastering both front- and back-end languages, tools, and frameworks.”

2. What are your weaknesses?

This is one of the most popular questions interviewers can ask you. Try to handle it by minimizing your weakness and emphasizing your strengths. Stay away from your personal qualities and concentrate on professional traits only.

Answer: “I am always working on improving my communication skills to be more effective in my presentive way. I recently joined communication classes, which I find very helpful.”

3. When were you most satisfied with your job?

The interviewer wants to know what motivates you in your life. If you can relate an example of a job role or project when you were excited, the interviewer will get an idea of your

preferences towards the role.

Answer: "I was very satisfied in my last job because I worked directly with the clients and their problems; that is an important part of the job for me."

4. What interests you about this Role?

A popular strategy aims at a specific area within the organization that legitimately interests the applicant, such as its history or reputation. Researching information about the organization and role before the interview shows an applicant is highly interested in the role.

Answer: "I wanted to apply for this job role because I have wanted to work at XYZ organization for years. The recent developments that XYZ organization has added to our industry and the historically well-renowned leadership here make it a desirable opportunity. Looking at the previous projects from this organisation, I think my skills and education background would suit this role and organization well."

5. Where Do You See Yourself in the Coming Five Years?

While you may not know where you want to be in the coming five years, avoid saying "I don't know" when an interviewer asks this question.

Share your Professional plans or goals, Desired skills within the industry, and How this role aligns with those intentions.

Answer: "I would love to become a project leader in five years. I want to explore the skills necessary in a leadership role and gain experience working with major projects and assignments. I would love to learn more about the opportunities available in this role that would help me get education about some of those skills and responsibilities."

6. What is your ideal work environment?

Interviewers ask this question to see if your preferences and temperament align with the organisation. It is important to answer this question honestly, but do a little research before itself to see which answer benefits the applicant most.

Answer: "I believe this environment would be an ideal work environment for my way, as I enjoy being part of a good team. I do better in groups when team members support each other or share ideas, and plans. Although I also work well individually when I need to focus on a task, I enjoy being around like-minded people who help me in growing my skills with others."

7. What is a major challenge you've faced?

The answer provided here can make an applicant appear very impressive. It is important to think of an applicable challenge and the result of reactions to the challenge before the interview to showcase skills.

Be sure the answer covers future potential, how you respond to stress, and anxiety and relevant personality attributes based on the job posting.

Answer: "In a previous role, I had a manager who recognized my strong work ethic and increased my role and responsibilities in the previous company. Eventually, however, this increased responsibility proved too much as I started to fall behind and miss task deadlines.

I told my manager about my concerns and issues. We hired another person to help with the extra tasks, which increased my productivity overall. Now, I have learned to admit when help is important sooner rather than later."

8. What Are Your Salary Expectations?

It may seem very complicated to answer this question without making it seem like the entire reason you want this role is for the salary. However, applicants should be sure they don't sell themselves short (or ask for too much directly).

Research the market and industry norms and the sectors where you are going before the interview to determine a reasonable salary based on your job title, experience and skills, location and employer.

Answer: "I'm flexible and open to discussing salary for this role. I have significant skills and experience in this field, which I believe adds much value to my career. I understand that similar posts pay between \$40,000 to \$65,000, so I would anticipate the salary for this role falls on the higher end of that range due to my good background and what I believe I can bring to this company."

9. What are your biggest strengths?

Employers ask this to see if applicants have the qualifications for the role. Applicants must mention their greatest strengths that apply to the job posting and role to ensure they are set apart from other applicants.

Answer: "I pride myself on the exceptional customer service skills I can offer. I have years of experience as a customer service specialist, and during this time, it has been important to understand and resolve customer concerns efficiently.

With customer service comes problem-solving and decision-making skills, all of which have helped me become a better communicator and team member."

10. What Are Your Career Goals?

The employer wants to know if you plan to stay with the organisation for a long time or if you'd leave at the first sign of trouble. As such, this question wants to determine applicants' career paths and how the role may fit into that plan.

Applicants should keep their answers focused on the current opportunity and reiterate that this job aligns with long-term plans.

Answer: "I hope to work for an organization like this one to develop my sales skills and work with a team that strongly focuses on customer service.

Later in my career, I would love to manage a team to help them become stronger in sales marketing and learn how to take on leadership responsibilities within this field."

Summary

Working on your resume, and perfecting your cover letter, is an important part of your job profile but landing an extensive job interview is difficult. But walking through the door is only the beginning of the interview.

You know the person across the table from you will ask some difficult interview questions which will decide whether you are getting this job or not.

If you don't know how to respond, you might end up losing the biggest opportunities of your life. This is why it's important for you to prepare in advance and in this article we have come up with some sample questions and answers which can help to get the job.

FAQ's:

Must read articles:

- [Business Communication vs General Communication: what's the difference?](#)
 - [Importance of good communication skills in business](#)
 - [How To Write A Business Cover Letter: Importance, Template and more](#)
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12 Ways for investors to identify high-potential entrepreneurs

Investors are constantly looking for the top entrepreneurs to invest in. Finding the right people can be challenging, as it requires a deep understanding of the market and extensive research.

The best strategies involve leveraging networks, resources, and knowledge to source potential startup opportunities. Investors must carefully analyze each company's business model, evaluate its scalability potential, and discern whether or not the venture has the staying power to succeed over time.

Successful investors also build strong relationships with entrepreneurs, so financiers and companies can both benefit from shared opportunities.

Entrepreneurs need smart investors just as much as savvy investors need innovative entrepreneurs; therefore trust is integral to these deals.

Both sides must conduct due diligence prior to investing any money into new projects so here are some strategies used by investors to procure the top entrepreneurs.

1) Have a different selling point of view

If your business has a different selling point of view, investors will get to it automatically. Whether you've developed a quick, low-cost, or operate only organic or sustainable products.

If you can show them demand and profit (or future profit), you should be able to convince an investor to fund your business. A track record of profitable goods and services can help you gain credibility in this area.

2) Create a pitch

Describe your products in a few words and it should always provide knowledge in an interesting way. If you and the rest of your team consistently and successfully present your pitch you will build a buzz about what you're doing everywhere you go in future.

And if your business is a startup then not only will you find investors more straightforward, but investors may contact you before you're ready.

3) Good team

Putting together a team of well-known professionals people in your team is an excellent method to attract investors and increase your chances of getting funded.

If you can demonstrate that they are dedicated to working for your business for at least the next several years and that the whole management team will be easy to deal with and help you to grow the business, you can also attract the investors to attract your business.

4) Corporate social responsibility & Sustainable

Today people are more into sustainable products or services. Basically having a sustainable business can help you to gain anyone's attention. Even in the case of investors increasing their search for businesses that commit to corporate social responsibility and sustainability.

So you can demonstrate it by showing that you are taking steps to create a diverse workforce, that you are constantly trying to reduce their environmental impact and make them more sustainable, that you are helping in creating new jobs for the local economy, and that you are working to support the local community and doing charity.

5) Provide ownership in your company

Investors commit time, money, and effort to a company in the hopes of seeing a good return on their investment. You must be prepared to offer a good pitch to investors so that they will take a fair interest in your company when they are ready to finance you.

A good pitch should be interesting and grow the profits, such as after four to seven years, they see a significant return on their investment.

So here you can not only ask for financial help but you may ask for it in exchange for a share in your firm. You may also request to use your investor's expertise, experience and time.

6) Making a list of concerns

Making a list of concerns is one way to boost your confidence and help investors invest in your firm. Consider all of the reasons why they would not want to invest in your company where things can go wrong.

Then, go over the list and find responses or answers to the concerns and be prepared for any inquiries and circumstances that will allow you to reply effectively at the moment.

Also, your confidence and preparation to implement your plan will make them more likely to invest in your company.

7) Building your network

The investors will want to see that you have a network of people surrounded by you who can help you achieve your goals & aim.

They want to know that you are building relationships with other entrepreneurs in the market, and they are looking for people who can give advice, guide or even just offer moral support when things get tough.

8) The decision-making process

When investors make a decision whether to invest in your venture, they want to know how you will use their money. It's an essential part of the decision-making process that they use and they want to see that you have a clear vision for your future goals of the company and know how your business will grow over time.

This means that if your business is new, be prepared to give them a solid proof plan for what you're going to do with their money and how long it will take before making a profit.

9) Target the right investors

The right investor will not only offer you capital but also add tangible value to the business as it continues to grow. You want an investor who can strengthen the product, leverage their network of professional relationships, and partner with you throughout the business and remember, not all investors will be the same.

So the type of investor you target will massive depend on where your company is in its maturity and how much equity and control you are willing to give up in exchange.

10) Offer Stocks with Dividends

Investing option that might convince a reluctant partner is to provide a stock offering that isn't limited to just your company equity, which only offers a value if the company eventually sells. An alternative is to provide investors with a stock that pays dividends, so investors are enticed by immediate cash flow returns.

Offering some amount of returns instead of a long-term ROI could make investing in you a much more attractive option. But for this to work, you need to have a clearly structured compensation strategy.

11) Have a clear marketing plan

Whether you are starting your business or need to right startup investor funding to get to the next level, investors want to see your marketing plan demonstrating how you will know your audience and how to reach them.

Investors may want to know about the software you use daily prepare to have an email platform, social media scheduling program, website performance software like Google Analytics, SEO software, and a CRM.

12) Ask for advice

Instead of calling investors and requesting them to invest in your business, consider asking to pick their brains first. Calls or emails asking investors to consider your startup normally come off desperate.

Prefer to seek advice from investors that you admire.

By strategically reaching out to an investor for their advice first, you may be able to build a relationship with them that will result in a greater willingness to invest in your business later on.

Summary

If you're an entrepreneur, pitching to investors feels like a difficult task. You only have a limited time to make a first impression and convince them that you're worth their funding. We have got you here some strategies used by investors to procure the top entrepreneurs.

FAQ's:

Must read articles:

- [10 Home Business Ideas For Women Entrepreneurs In India](#)
 - [The Role Of Financial Managers In Maintaining Records Of Business Expenses](#)
 - [Why Franchising Is A Smart Business Solution](#)
-

8 Amazing Strategies to Handle Layoff

Have you ever been laid off? It's a difficult and unsettling experience, especially in this uncertain economy. Losing a job can be disheartening and overwhelming.

Layoffs affect millions of people every year and the numbers are on the rise with the pandemic we are living in. Unemployment may be daunting in the short term, but it can also offer new opportunities to advance your career and build something new.

The current economic crisis has been hitting hard on businesses and employees alike. No matter how secure your job may have seemed before, it's important to know that no one is completely exempt from being laid off. It's important that you are aware of coping techniques which will alleviate the stress on you during this difficult period, which vary depending on the kind of layoff you experience.

Unemployment and layoff rise during a Recession. A recession is a slowdown in economic activity, labour is a key economic input, technological disruption, and capital. When a recession begins and companies look for ways to manage slowing demand for the goods and services they sell, many may resort to laying off workers to cut costs of the company.

Whatever the reason, layoffs are always the most difficult stage of a company's life, whether they were caused by management or employees. A layoff is an unfortunate occurrence, but sometimes necessary in order to run a business efficiently and effectively. It's unpleasant, jarring and completely upsetting not only for the employees, but also for the company as a whole.

Though having to deal with a layoff can seem extremely

daunting, with the right strategies and attitude, people can turn their greatest misfortune into a new opportunity for themselves.

Here are some amazing strategies to help you handle layoff more effectively and get back up again.

1) Keep calm

When layoffs hit, the immediate reaction of those left behind is often panic and anxiety. Overcome this panic and anxiety situation you can have a plan for what you'd do if you Try to be calm and understand the situation and how you will manage.

For example, the layoff will affect your career and lifestyle, so you need to know how you will cut the household budget and where you could find alternate health insurance. Try evaluating your skills and investigating other jobs in and out of your field.

2) Don't try to keep grief and frustration

Keeping grief, frustration and depression is a lack of response either in emotion or action which can create trouble. First, you find it hard to engage but that is not a sign of weakness to outlet your feelings.

If you don't let it out, you won't get better. Try to surround yourself with positive, supportive people. Office gossip with excessively negative colleagues is unproductive and will only make you feel worse so it's better to speak out and clear things in the workplace before leaving the job.

3) Low self-esteem or confidence

When you lack self-esteem or confidence, you may avoid social situations, try new things in your career. Avoiding challenging and difficult situations might make you feel safe in the short term. You should find a sense of value and purpose in your profession rather than in your company.

Place your self-esteem in your own hands and try to solve it on your own and not your organisation's hand.

4) Empower yourself

Layoffs can affect you, but you should empower yourself and develop transferable skills. Proactively developing your professional skills is always a wise decision, whether you take a community-education course or find alternative income opportunities. It's not disloyal to look after yourself, you can take decisions and take charge of your destiny.

5) Manage your stress

Practice your best stress-management techniques and try to keep your life in balance. Avoid watching the news, disturbing movies or disturbing content. If they put you in a bad mood.

Try to do exercise or make a new routine to keep yourself busy and avoid isolating yourself. Help yourself cope with stress and connect with your friends, family or mentor whom you trust.

6) Maintain a good perspective

When you feel stressed due to layoff it is easy to get everything out of perspective. Minor things can become major positives. When you get something out of perspective you fail to judge its real importance in comparison with everything else.

When you are feeling stressed your perspective changes you tend to focus totally on what is not going well. Set yourself back from the situation and consider what is going well, what you have achieved and how much you have progressed. This will help you to maintain a good perspective.

7. Embrace the Change

Recognize that layoffs are part of the business cycle and can lead to new opportunities. Reflect on what you have learned from the situation and make a plan moving forward. Also, use this time for self-care, personal development, and creating a long term vision for growth.

8. Develop a budget

Layoffs often mean less money coming in, so it is essential to develop a budget that will help you manage your finances. Separate your needs and wants. Allocate money to necessary expenses first (i.e. rent, utilities, groceries).

Summary

Layoff, also called redundancy, is the temporary suspension or permanent termination of employment of employees for business reasons, such as when certain positions are no longer necessary or when a business slow-down occurs.

Originally the term layoff referred exclusively to a temporary interruption in work, as when business work cyclically falls off. The term, however, usually means the permanent elimination of a position, requiring the addition of "temporary" to specify the original meaning.

FAQ's:

The Mindset Factors: Why it Matters

How much time goes into thinking before you act? Are you always looking at the bigger picture or focusing on the immediate situation? This video will explain the difference between the two mindsets and how they impact our daily lives.

The way we approach problems is influenced by our personal values and beliefs. Some habits are formed from early childhood and some come later in life. Both influence us in ways large and small. For example, someone who feels confident in their ability to solve problems will take action sooner, whereas someone who avoids conflict might procrastinate until things get out of hand.

People often don't realize the effect they have on themselves and others. They fail to see the ripple effect of their actions. As a result, they miss opportunities to live life fully.

Mindset matters because it affects the quality of the decision-making you make in your life. You can have both a growth mindset and a fixed mindset, and a positive mindset and a negative mindset, you're more able to make decisions that are in your best interest. On the other hand, if you have a negative mindset, you're more likely to make decisions that are not in your best interest.

Your mindset plays an important role in how you cope with life's challenges. When a kid has a growth mindset tends to have a hunger for learning and a desire to work hard and discover new things. This often translates into academic

growth and achievement.

As adults, these same things are more possible to persevere in the face of setbacks. Adults with a growth mindset view it as an opportunity to learn and grow.

Mindset: what is it and why does it matter?

Your mindset is a set of beliefs that are built and a reaction to how you make sense of the world and yourself. It influences how you think, feel, and behave in any situation you face in your life. It means that what you believe about yourself impacts your success or failure in life. Your mindset plays an important role in determining achievement and success.

Mindsets can influence how people behave in different situations in life. For example, as people encounter different situations, their minds can trigger a specific mindset reaction that then directly impacts their behaviour in that specific situation.

And why your mindset matters, is because processing ultimately shapes our emotional experience. A great way to instill an opportunity mindset is to seek out those who are pursuing the opportunity, refusing to become the victims of any situation.

Investing in these five mindsets will enhance your business and your personal life

1. Self-trust mindset

To take any decision in your life. You have to be able to trust yourself and believe in your capabilities of dealing with the situation. You have to be confident to banish any

negative voices in your head. Don't give up on the good things you believe in and most importantly, don't give up on yourself.

2. Goal-setting mindset

Knowing what you want in life and willing to reach it are two different things. When you are clear with your goals, they motivate you. Remember, if it doesn't challenge you, it won't pressure you to achieve it. Set high goals and don't stop until you reach them.

3. Patient mindset

There's a thin line between moving forward and waiting still. The most successful people do all they can to move forward, but they also have the patience to wait and watch and get successful. Sometimes in life and career, you have to wait for the right thing.

4. Courageous mindset

Doing anything in life requires courage, but fear always has a way of showing up in your mind. Courage does not mean being unafraid of problems; having courage and showing courage means facing your fears. Courage is like having the strength to face challenges.

5. Learning mindset

Just because you are struggling to achieve something, that doesn't mean you're not learning. Every failure has something to teach you, and everything you learn helps you to grow.

Factors influence your mindset

1. Personality

Your Personality traits show up through your mindsets. Our mindsets influence everything in our lives! And our thinking determines our mindsets. Our mindset can come from many influences, both inside ourselves and outside forces. One of those inside influences can be a person's general personality.

2. Your Surroundings environment

Where and whom you surround yourself with can also affect your mindset. Surrounding yourself with positive people can give you a positive mindset. And if you are surrounded by negative people it can affect your growth in life as well. To keep your mindset positive you can even use tools to help you to stay happy in life such as bullet journals and other Journaling tools.

3. Family & Friends

Family and Friends can affect your mindset, strongly in both ways negatively and positively. We often have to work extra hard when it comes to family and trying to stop negative thought processes to keep our mindset focused and where it's required to be.

The most significant way to overcome negativity about family & friends is Forgiveness. Forgiveness is not easy, it is often a journey, and usually takes time but you have to learn how to forgive which can save your relationship with them.

4. Arguments

Arguments certainly negatively affect your mindset. Arguments can affect the way we react to our next action which also affects the outcome of each step, failure, or success. You can overcome mindset changes due to arguments.

5. Jealousy

It is very easy, especially in business, to feel the perceived competition and jealousy. We tend to compare ourselves to others, basic human nature. It's one thing to do competitive research and yet another to try to feel positive. We each have gifts and talents to offer others and achieve success.

Benefits of having a growth career mindset

1. You view obstacles and challenges in work tasks and responsibilities and/or the workplace as an opportunity for learning, new skills, becoming more adaptable, developing your ability to operate in other job roles, etc.
2. A career growth mindset helps you to put effort into developing yourself and will help you to be successful in the long term.
3. You understand that feedback provides you with valuable insights and targeted areas for ongoing learning and development in your career.
4. You get to understand that people who are doing what you'd love to be doing are not competitors but rather those best placed to help you achieve your goals – as such, you see others who are successful in their careers.
5. It gives you basic ideas that can be nurtured and are adaptable, and a dedication to becoming wiser, more talented, and better in all aspects are the building blocks of a growth mindset.
6. According to Dweck's research, people with a 'growth mindset' believe that their most basic abilities can be developed via hard work and devotion.

Learning is facilitated by a growth mindset

A growth mindset makes you open to learning new skills and helps you to find that you can gain new skills if you are interested in learning new things. You will strive to accomplish the goals that you set for yourself in life.

A growth mindset is when individuals believe their talents and abilities can be grown. They think they can do this by learning skills through learning practice, and effort and gaining more knowledge about that talent or ability.

In the growth mindset, you will collaborate, share information, get feedback, and admit errors. A growth mindset promotes risk-taking without worrying about failure because mistakes represent a chance to learn.

Success is determined by your mindset

Mindset is the engine that controls our actions, habits, patterns and the things we do daily. Of course, those daily habits are what create the outcomes in our life in the long term. People with a growth mindset believe that you can develop your talents, skills and abilities with hard work and effort.

The following mindset determines what leads to success:

- Although they understand that everyone has to start somewhere, they believe that what matters is what you do with what you have. This mentality leads to success:
- Feeling enthusiastic about learning and growing.
- Accepting challenges and learning from them. They

consider obstacles to improvement opportunities.

- Considering failure is part of their journey to success.
- Learning from constructive criticism and being inspired by other people's success journeys.

How does your mindset affect your behaviour

Our complete belief system is formed from a lifetime of experiences and memories. These influences on our actions every single day in our unconscious mind plays an important role in shaping our behaviour and attitude, because it may contain feelings and hidden memories.

Your brain triggers a mindset that offers a thought, belief, feeling, or attitude. This mindset influences how you will engage at the moment presented. Simply put, your behaviour is directly influenced by the mindset you adopt in each moment.

Summary

Choosing to be positive is important and having a good attitude will determine a lot about your life. If you set your mind to positivity it gives you great success. Start building your new mindset today.

Think of the thoughts that will help you move toward your goals. Having a motivation mindset is intrinsically connected and it can affect everything in business such as work habits, results, engagement, and culture.

FAQ's on Mindset:

Must read article:

- [12 Benefits of Wellness Activities in the Workplace](#)
 - [Stress-Management Techniques Used By Entrepreneurs](#)
 - [How To Motivate Staff To Increase Their Productivity](#)
-

The Internet Is A Powerful Tool For Entrepreneurs To Grow And Start Businesses