

SPEAKER KIT

# Mayank Jain

Speaker · Business Growth & Automation  
Consultant · Author

**Systems over hustle.**

THREE TALKS

1. Growth Hacks Are Jugaad. Build Growth Systems Instead.
2. Stop Pitching. Start Winning.
3. AI Won't Replace You. An Owner Using AI Will.



# The person who builds the systems a business runs on

Mayank Jain builds the systems that let owner-run businesses grow without depending on the owner. Since 2015 he has worked with 240+ businesses across manufacturing, trading, services, education and retail. In 2017 he founded NLET Solutions, a tech and automation company whose platform runs in 1,000+ schools and colleges, and in 2022 Proofox, a growth and performance marketing firm. His method, The Self-Running Business System, moves a business from hustle to systems in six layers. He is the author of *Jugaad Is Not a System* and *Stop Pitching. Start Winning.*, and speaks in Hindi, English or Hinglish, with examples from Indian businesses rather than slides of quotes.



Author: *Jugaad Is Not a System* · *Stop Pitching. Start Winning.*

**10+**

years building systems for businesses (since 2015)

**240+**

businesses served

**1,000+**

schools and colleges on NLET

**2**

books: *Jugaad Is Not a System* · *Stop Pitching. Start Winning.*

## KNOWN FOR

The Self-Running Business System

Systems over hustle

Selling without pitching

Practical AI for owner-run businesses

SOPs and delegation

Hindi, English and Hinglish

### SHORT BIO · FOR THE ANNOUNCEMENT

Mayank Jain is a business growth and automation consultant from Jaipur. Since 2015 he has helped 240+ owner-run businesses replace hustle with systems for leads, follow-up and operations. He founded NLET Solutions (2017), whose platform runs in 1,000+ schools and colleges, and Proofox (2022), a growth and performance marketing firm. He is the author of *Jugaad Is Not a System* and *Stop Pitching. Start Winning.*

### LONG BIO · FOR THE PROGRAMME

Mayank Jain builds the systems that let owner-run businesses grow without depending on the owner. Since 2015 he has worked with 240+ businesses across manufacturing, trading, services, education and retail, first as a builder of software and then as a consultant. He founded NLET Solutions Pvt. Ltd. in 2017 (tech and automation; its platform runs in 1,000+ schools and colleges) and Proofox in 2022 (growth and performance marketing). His method, The Self-Running Business System, takes a business through six layers: Diagnose, Credibility, Demand, Convert, Operate, and Measure & Run. He is the author of two books, *Jugaad Is Not a System* and *Stop Pitching. Start Winning.*, and speaks in Hindi, English or Hinglish, with examples from Indian businesses rather than slides of quotes. Based in Jaipur; speaks across Rajasthan in person and pan-India online.

# Growth Hacks Are Jugaad. Build Growth Systems Instead.

**“Mehnat poori, growth adhoori? Problem mehnat mein nahi, system mein hai.”**

Every owner leaves knowing the one system to fix first, and what to do about it this month.

## THE TALK IN 4 MOVES

1

### The hustle trap

Why a business stops growing at the size one owner can personally manage, and why more effort makes it worse.

2

### The 7 growth systems

More enquiries · faster replies · higher conversion · repeat buyers · better pricing · a team that runs it · weekly numbers. What each one looks like in a business like theirs.

3

### A live leak test

The audience scores their own business on the free Automation Scorecard, on their phones, in the room. Everyone sees where they leak most.

• Live: the room scores itself

4

### The 30-day start

One system to fix first, and what to do in each of the next four weeks.

## YOUR AUDIENCE WALKS AWAY WITH



### A personal growth score for their own business

Scored live in the room on the free Automation Scorecard.



### Their biggest leak, named

The one leak costing them the most, named on their own numbers.



### A one-page 30-day plan

Four weeks, one task a week, on a single printed page.

## BEST ROOMS

- ✓ Chambers of commerce
- ✓ MSME and industry associations
- ✓ Business networks
- ✓ Industry meets

## LANGUAGES

Hindi, English or Hinglish.

## WHERE

In person in Jaipur and Rajasthan, elsewhere on request; online pan-India.

## LEADS NATURALLY TO

### Sales & Marketing That Brings Orders

In-house team training with a 30-day challenge.

The Growth Diagnostic and Growth OS for owners.

# Stop Pitching. Start Winning.

**“Customer ne ye bola, ab main kya bolun?”**

Sales teams leave with the exact questions and replies for the objections they hear every week.

## THE TALK IN 4 MOVES

1

### Pitching vs winning

The story of Rohit, the best talker who kept losing deals, and Kavita, who had plenty of leads and very few orders (from the book).

2

### 3 questions before you tell

What the customer uses now, what is going wrong, and what result they want. Ask first, present later.

3

### The 5 objections, live

"Mehnga hai" · "Sochna hai" · "Boss se poochna hai" · "Aapko jaanta nahi" · "Abhi zaroorat nahi". The first reply for each, practised in the room.

• Live: objections from the floor

4

### The 7-touch follow-up

Why most deals need several touches, and a follow-up ladder that gives something every time instead of asking "koi update?".

## YOUR AUDIENCE WALKS AWAY WITH



### An objection script card for the 5 objections

The first reply to each of the 5 objections, from the book.



### A 7-touch follow-up plan

Seven useful touches, never "koi update?".



### A coupon for the book for attendees

For attendees, when the organiser asks for one.

## BEST ROOMS

- ✓ Sales conferences
- ✓ Business networks
- ✓ Dealer and distributor meets
- ✓ Trade bodies

## LANGUAGES

Hindi, English or Hinglish.

## WHERE

In person in Jaipur and Rajasthan, elsewhere on request; online pan-India.

## LEADS NATURALLY TO

### Sales & Marketing That Brings Orders

In-house team training with a 30-day challenge.

Book: Stop Pitching. Start Winning.

# AI Won't Replace You. An Owner Using AI Will.

**"AI se kaam kam hoga ya confusion zyada?"**

Owners leave with five jobs they can hand to AI this week, and the rules that keep it safe.

## THE TALK IN 4 MOVES

1

### Hype vs real

What AI tools do well today, what they do badly, and how to tell the difference in your own business.

2

### 5 live demos

Enquiry replies · quotes · report summaries · SOP drafts · follow-up messages. Each one done live, with a prompt the audience can copy.

• Live: 5 demos on stage

3

### 3 mistakes to avoid

Customer data in the wrong place · trusting the output blindly · automating a broken process.

4

### The first step

One job to hand to AI this week, and how to check it is working.

## YOUR AUDIENCE WALKS AWAY WITH



### A prompt pack for the 5 uses

Copy-ready prompts for replies, quotes, reports, SOPs and follow-ups.



### A simple AI usage policy for the team

One page the team signs: what never goes into an AI tool.



### An "is this worth automating?" checklist

Seven questions to run before automating anything.

## BEST ROOMS

- ✓ College E-cells
- ✓ Startup events
- ✓ Leadership meets
- ✓ Industry associations

## LANGUAGES

Hindi, English or Hinglish.

## WHERE

In person in Jaipur and Rajasthan, elsewhere on request; online pan-India.

## LEADS NATURALLY TO

### AI at Work: Practical to Plan

In-house team training with a 30-day challenge.

# Every talk, four ways

| FORMAT                                                                                                          | LENGTH    | BEST FOR                                | ROOM SIZE     |
|-----------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------|---------------|
|  <b>Keynote</b>                | 30–45 min | Conferences, annual meets, conventions  | Any size      |
|  <b>Workshop</b>               | 2–3 hrs   | Associations, chapters, company teams   | Best up to 80 |
|  <b>Fireside chat or panel</b> | 30–60 min | Panels, leadership meets, podcasts      | Any size      |
|  <b>Online</b>                 | 45–90 min | Chapters across cities, member webinars | Any size      |

## LANGUAGES

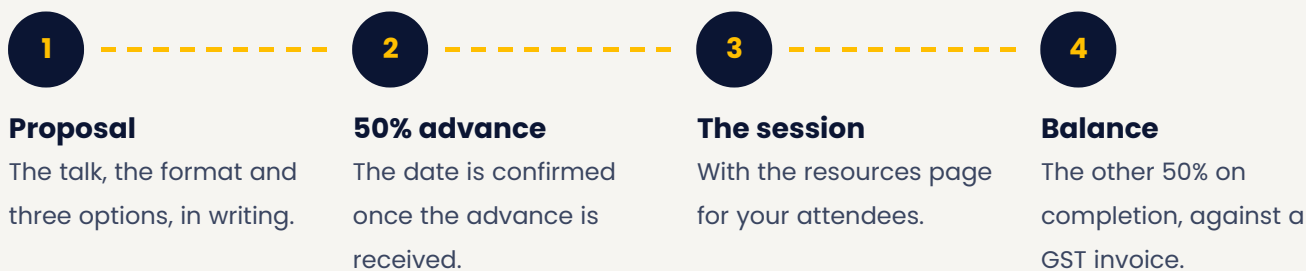
Hindi, English or Hinglish. Most rooms in Rajasthan prefer Hinglish.

## IN PERSON OR ONLINE

In person in Jaipur and across Rajasthan; elsewhere in India on request; online pan-India.

## HOW BOOKING WORKS

# Proposal, advance, session, balance



## Fee on request



It depends on the format, the length and travel. Travel and stay outside Jaipur are at actuals. Colleges and non-profits can ask for a book bundle for attendees in place of a fee.

# What organisers get



## A promo kit

Photo, short and long bio, the talk blurb and poster text, in one PDF to download.



## A host intro script

An 80-word introduction your host can read out before the talk.



## Poster and social copy

A poster headline for each talk and a ready-to-post social blurb.



## AV needs, listed

A mic, a projector or screen with HDMI, a clicker and water on stage. Nothing unusual.



## An attendee resources page

Worksheets and scripts after the talk, free with their email. Slides go to the organiser.



## A book bundle option

Ebook copies for attendees at a bulk rate, or in place of a fee for colleges and non-profits.

### AV AND STAGE

- ✓ A handheld or lapel mic
- ✓ A projector or screen with HDMI input
- ✓ A presentation clicker, if available
- ✓ Water on stage and a small side table
- ✓ Wi-Fi for the live demos (AI talk) and the live scorecard (growth talk)

### PROMO KIT CHECKLIST

- ✓ Speaker photo (high resolution on request)
- ✓ Short and long bio (page 2)
- ✓ Talk blurbs and poster headlines (page 8)
- ✓ Host intro script (below)
- ✓ Attendee resources page link, after the talk

### HOST INTRO SCRIPT · ABOUT 80 WORDS

"Our next speaker has spent more than ten years building systems for businesses like ours. Since 2015, Mayank Jain has worked with 240+ owner-run businesses. He founded NLET Solutions, whose platform runs in more than 1,000 schools and colleges, and Proofox, a growth and performance marketing firm. He is the author of two books, Jugaad Is Not a System and Stop Pitching. Start Winning. His message is simple: systems over hustle. Please welcome Mayank Jain."

# Copy, paste, announce

Poster headlines, listing blurbs and social posts for each talk. Edit freely to fit your event.

## TALK 1

[themayankjain.com/speaking/growth-systems](https://themayankjain.com/speaking/growth-systems)

### POSTER HEADLINE

Mehnat poori, growth adhoori? Build the systems that grow your business without burning you out.

### LISTING BLURB

**Growth Hacks Are Jugaad. Build Growth Systems Instead.** The 7 growth systems that take an owner-run business to its next stage, without burning out the owner.

### SOCIAL POST

Hard work is not the problem. Missing systems are. Join Mayank Jain for "Growth Hacks Are Jugaad. Build Growth Systems Instead.": the 7 growth systems, a live leak test for your own business, and a 30-day plan to start.

## TALK 2

[themayankjain.com/speaking/stop-pitching](https://themayankjain.com/speaking/stop-pitching)

### POSTER HEADLINE

Customer ne ye bola, ab main kya bolun? Stop pitching. Start winning.

### LISTING BLURB

**Stop Pitching. Start Winning.** Why customers say "sochna hai", and the words that turn it into "chalo karte hain".

### SOCIAL POST

Why do customers say "sochna hai", and what do you say next? Mayank Jain, author of Stop Pitching. Start Winning., takes the 5 objections every seller hears, live, with the words that turn them into "chalo karte hain".

## TALK 3

[themayankjain.com/speaking/ai-at-work](https://themayankjain.com/speaking/ai-at-work)

### POSTER HEADLINE

AI won't replace you. An owner using AI will. Five places AI saves your business hours every week.

### LISTING BLURB

**AI Won't Replace You. An Owner Using AI Will.** What's real, what's hype, and 5 places AI saves an owner-run business hours every week.

### SOCIAL POST

AI se kaam kam hoga ya confusion zyada? Mayank Jain shows, live, 5 everyday jobs where AI saves an owner-run business hours every week, and the 3 mistakes that make AI a risk.

BOOK MAYANK

# Check if Mayank is free on your date

Send the date, the city or "online", and who is in the room. Mayank replies within one working day with availability and a written proposal. Fee on request.

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Scan to check your date

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