Meezaan Business Clinic

What every appointment includes

- Pre-session review of the client's stated challenge and one relevant supporting document, where supplied.
- A focused 45-minute private consultation with the appropriate specialist.
- A one-page "Clinic Action Note" summarising the primary issue, key observations, up to three priority actions, and proposed next step.
- A recommendation to act independently, book another appropriately scoped session, or commission a deeper diagnostic only when warranted.

One appointment = one primary problem. Material review, implementation, tax/legal opinions, financial product recommendations and a full report are not included.

1 | Public-facing service families

Family	Customer-facing promise	Ideal for
Sales Clinic	Find out why sales are not converting or growing.	Founders, shopkeepers, B2B sellers, service owners
Finance Clinic	Understand where cash is stuck and which financial pressure matters most.	Owners with cash gaps, debt strain, margin uncertainty
Operations Clinic: Makers	Find bottlenecks across the journey of creating and delivering a product.	Home-based makers through industrial factories
Operations Clinic: Traders	Improve buying, stock, fulfilment and cash discipline.	Wholesalers, retailers, importers, distributors
People & Systems Clinic	Address hiring, delegation, accountability and operating routines.	Owners dependent on a few people or themselves
Growth & Strategy Clinic	Choose the next practical decision to move the business forward.	Owners considering expansion, marketing or new models

2 | Launch menu: 12 featured appointments

Code / appointment	What the buyer says	Session output
S01 Sales Stuck Clinic	Sales are flat or declining.	Identify a likely pipeline bottleneck and three experiments.
S02 Lead Flow Clinic	We do not have enough enquiries.	Choose one lead source and an acquisition test.
S03 Conversion Clinic	People enquire but do not buy.	Locate one conversion leak and revise the next conversation.
F01 Where Is My Money? Clinic	We sell, but cash is never available.	Map a basic cash-cycle hypothesis and next checks.
F02 Working Capital Clinic	Cash is trapped in stock, credit or expenses.	Prioritise stock, collections and payment levers.

Code / appointment	What the buyer says	Session output
F03 Interest-Exit Planning Clinic	Interest payments are choking the business.	Map obligations and a safer review sequence.
F04 Profit Leakage Clinic	Revenue is growing but profit is not.	List the biggest suspected margin leaks.
M01 Manufacturing Flow Clinic	Production feels slow, expensive or wasteful.	Seven-checkpoint preliminary production-flow map.
M02 Capacity & Bottleneck Clinic	Orders exceed what we can reliably make.	One constraint and practical capacity options.
T01 Trading Flow Clinic	Buying, stocking and delivering are chaotic.	Five-checkpoint preliminary trade-flow map.
P01 Founder Dependency Clinic	The business stops when I step away.	Map ownership gaps and a first delegation action.
G01 Business Direction Clinic	I do not know what to focus on next.	Prioritise one decision and a 30-day focus.

3 | The full clinic catalogue

Sales Clinic — owner: Sales specialist

Bookable clinic	Customer pain	45-minute focus
S01 Sales Stuck Clinic	Revenue has stalled	Review customer journey and identify a priority blockage.
S02 Lead Flow Clinic	Not enough enquiries	Select a channel, ideal customer and first experiment.
S03 Conversion Clinic	Enquiries do not close	Pinpoint a sales-conversation or offer friction.
S04 Offer & Pricing Clinic	Buyers say our prices are high	Clarify perceived value and test offer structure.
S05 Follow-up System Clinic	Leads go cold	Design a simple follow-up cadence and tracking rule.
S06 Sales Team Performance Clinic	My sales staff underperform	Identify one competency, activity or management gap.
S07 Founder Pitch Clinic	I cannot explain what we do convincingly	Refine a clear 30-second pitch and next-call ask.
S08 Repeat Customer Clinic	Customers buy once and disappear	Choose a retention, referral or reactivation test.
S09 B2B & Exhibition Clinic	Events and networking produce few orders	Build a lead-capture and post-event follow-up plan.
S10 Key Account Clinic	Big customers are not growing	Map account opportunities and stakeholder approach.

Finance Clinic — owner: Qualified finance specialist

Bookable clinic	Customer pain	45-minute focus
F01 Where Is My Money? Clinic	Sales happen but bank balance stays low	Identify probable timing gaps and records to examine.
F02 Working Capital Clinic	Cash is locked in receivables or stock	Assess cash conversion cycle pressure points.
F03 Interest-Exit Planning Clinic	Debt repayments and interest are overwhelming	Prepare debt inventory and safe, lawful options to investigate.
F04 Profit Leakage Clinic	High revenue but low profits	Check broad gross-margin and overhead drivers.
F05 Collections Recovery Clinic	Customers pay late	Segment overdue accounts and propose a collection routine.
F06 Product Costing Clinic	We do not know our real costs	Identify missing direct, overhead and fulfilment costs.
F07 Stock-to-Cash Clinic	Inventory is consuming all the money	Identify aged/slow stock and purchase-policy checks.
F08 Money Dashboard Clinic	We never see useful numbers	Define a simple weekly cash, debt and margin scorecard.

Operations Clinic — Makers / Manufacturers

Bookable clinic	Customer pain	45-minute focus
M01 Manufacturing Flow Clinic	Production is chaotic or too costly	Seven-checkpoint preliminary maker-flow review.
M02 Capacity & Bottleneck Clinic	We cannot fulfil all orders	Identify the limiting process, person or equipment.
M03 Procurement & Vendor Clinic	Materials arrive late or cost too much	Review supplier concentration and purchasing discipline.
M04 Waste & Shelf-life Clinic	Materials or finished goods expire or get wasted	Identify one wastage source and a control to test.
M05 Packing & Packaging Clinic	Packing cost or presentation is wrong	Distinguish protective packing from consumer-facing packaging.

Operations Clinic — Traders / Distributors

Bookable clinic	Customer pain	45-minute focus
T01 Trading Flow Clinic	Purchasing to dispatch is messy	Five-checkpoint preliminary trade-flow review.
T02 Inventory Discipline Clinic	Wrong items are always in stock	Identify reorder and ageing issues.
T03 Order-to-Delivery Clinic	Deliveries are delayed or expensive	Locate one dispatch, partner or delivery handoff gap.

People & Systems Clinic

Bookable clinic	Customer pain	45-minute focus
P01 Founder Dependency Clinic	Everything requires my approval	Select decisions to delegate and define controls.
P02 Hiring Right Clinic	We keep hiring the wrong person	Clarify role outcomes, screening and interview test.
P03 Employee Accountability Clinic	Nobody takes ownership	Set one outcome scorecard and review rhythm.
P04 SOP Starter Clinic	Everyone does the work differently	Choose one process to document and measure.

Growth & Strategy Clinic

Bookable clinic	Customer pain	45-minute focus
G01 Business Direction Clinic	Too many opportunities, no focus	Prioritise a business decision and 30-day action.
G02 Expansion Readiness Clinic	Should I open another branch or market?	Review demand, capital, capability and risks.
G03 Marketing Channel Clinic	We spend on marketing but see no return	Choose metrics and one test channel.
G04 Digital Systems Clinic	We want software/AI but feel confused	Prioritise one manual bottleneck suitable for digitisation.
G05 New Product Clinic	Will a new idea or product sell?	Frame a low-cost customer validation experiment.

Sales desk playbook

Qualification line: “What is the single business issue you most want to make progress on right now?”

Routing line: “From what you have described, the [clinic name] would be the best starting point. It is a paid 45-minute consultation, and you receive a short written action note afterwards.”

Boundary line: “The clinic helps us identify the probable issue and next steps. If detailed analysis or implementation is needed, that is a separate engagement, which you can choose later.”

Closing line: “Would you prefer to choose an available online slot and complete the intake today?”

Likely objections

Concern	Practical response
“What can you solve in 45 minutes?”	We focus on one issue and a practical first decision, not an entire business transformation.
“Why is this paid?”	You receive specialist time, structured review and a short action note, without a long-term commitment.
“Can you review all my accounts/processes?”	A full audit is a separate diagnostic; the clinic helps identify what is worth auditing.
“Can you guarantee results?”	No; outcomes depend on the information shared and implementation. We commit to a structured advisory session.
“Which clinic should I choose?”	Tell us where money, time or customers are getting stuck; our coordinator will route you.