

Dear,

If you change the way you look at things, the things you look at will change.....Unknown

2016 is proving to be a heady year. Oil prices have plummeted to sub \$30, markets are tippy. In the midst of all upheaval embers of growth are shooting up. India's domestic market and US rebound are hot destinations for this year.

Business to business companies which bear the brunt of cyclical movements need to revisit their approach to sales and marketing. In this newsletter, Browne & Mohan consultants share how sales functions must be designed and executed in B2B environments and how B2B businesses can use Video's as a medium to inform, engage, and influence the complete ecosystem.

Hope you enjoy these articles. Please note your feedback and comments are valuable to us. Happy reading 😊

[Effective Video marketing for B2B Businesses](#)

Industrial or B2B sales requires appropriate support from marketing. With advent of new technology tools including social media, Video's play an important role in disseminating product information, influence designers, EPC procurement teams and end users. In this Video, Browne & Mohan consultants share tips to design effective video's for B2B marketing.

[Priming your industrial sales organization to deliver](#)

Industrial or B2B businesses face unique challenges. Many a times they have to sell to intermediaries like EPC or Contractors whose focus may be on price and deliveries, while the end customer may be more interested in quality and performance. B2B sale requires informing and influencing buyer or his representations. Aligning product management with other sales functions become imperative to gain deals. In this post, Browne & Mohan consultants share the challenges B2B business face on sales front and approaches to improve the sales efficiencies.