



Browne & Mohan



Dear,

Sale is a key function that drives sustainability of the company. In many companies sales elements including structure, people, review, and incentives are misaligned. This leads to uneven sales performance and below par revenue growth. Realigning sales is all about getting three elements right: focus, intensity and execution.

Ownership and drive are two important elements that drive performance. In many countries family owned enterprises form the major chunk of business activity. Many of the family business follow a karmic life cycle of birth, growth and death. Economists realise demise of family businesses affects the cushion to absorb shocks and drives unemployment. Sustaining family business is a key imperative for both government and business owners themselves.

In this newsletter, we share our insights on preparing and sustaining family owned SME from long term perspectives. These insights are based on our experience of working with SME across different regions and industry verticals. Whether small or large or from different industries rules of sales transformation remain same.

Hope you enjoy these videos. **Pl note your feedback and comments are valuable to us.** Happy viewing 😊

[Why your sales numbers not going to happen](#)

CEO of many small and medium companies or even the large ones find that despite having a great product and with sufficient sales team, the outcomes belies expectations. Sales coverage is weak, customer engagements are patchy and partner management is cursory. In many companies, the sales team is just aligned and designed to deliver 10% of their target. In this video, Browne & Mohan consultants share why this happens and what steps must the companies take to make sales function tango with numbers.

[Is your sales marketing led](#)

Sale function has moved beyond desperate “knock-knock”. Sales must not only inform, but be prepared to engage with the customer to entice interest, educate on what are possibilities and incite interest to engage with the company. Marketing has a key role in supporting the changed dynamics of sales function. To support sales in their leads to conversion, marketing must chart out a complete inform, influence and advocacy program and consistently push integrated marketing schema to reinforce the products and services of the company. In this video, Browne & Mohan consultants explain how your company can build a marketing led sales engine.

[Making Cousin consortia work](#)

Cousin consortia is a possible governance model that could be used by 2nd or 3rd generation family business to delineate family and business work independently. In this video, Browne & Mohan consultants explain what it means to establish a cousin consortia and the mechanisms of rolling out and institutionalizing it.

[Mending the family business without offending the Family](#)

Many family business fail not because of business reasons but family reasons. Managing egos and expectations is a key element of family business leadership. In this video, Browne & Mohan consultants explain what different approaches have been successfully used to contain emergence of conflict and preserve a family business.

[Are you planning to join your Dad and Mom's run SME](#)

Working or interning with Dad or Mom can be an exciting or excruciating experience. It is important for entrants to plan and manage their immersion in a phased manner. In this Video, Browne & Mohan consultants explain the planning, engagement model and improvement approaches that can help progeny enter and grow in a Mom or Dad's Small and medium business.