

Dear,

A quarter has just ended for many businesses and a new one is beginning.

Scaling up, and transformation are two important events in the life cycle of any company. A startup has to scale up from an idea, from a garage to the main street. An established SME moves up the ladder from a regional or national player to take on established players in international waters.

Sales is the key function that drives revenue growth and market expansion. Scaling up sales function would require working not just on people, but also getting the mojo right on with people, operations, measures and incentives. Scaling up requires not just fortifying functional capabilities, but also the governance structure and process. For family businesses transforming themselves into the next league they need to invest into governance mechanisms and processes. In this newsletter, Browne & Mohan consultants share their experience of implementing sales transformation

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

[The road to sales transformation](#)

Sales is an area where many companies find the outcomes belie investments and outcomes. Many companies attempt sales transformation in a piece-meal fashion. In this paper, we discuss the framework for sales transformation and five fundamental levers of sales transformation.

[Governance mechanisms for unlisted family businesses](#)

Family business need to adopt effective governance practices such as family office and on boarding independent directors. In this article, Browne & Mohan consultants describe what, when and how to go about implementing these mechanisms in family businesses.

[Five principles of scaling up a startup](#)

In this post, our consultants posit five principles that are fundamental to the scaling up of startup.

[Customer funded startup: are you scaling up right????](#)

While many startups seek VC or angel funding to grow, some prefer to grow with self-generated funds. They gain from each customer win and sustain the firm growth. In this post, our consultants share how these startups play the relevance, formalization and institutionalization over life-span.