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In this newsletter, Browne & Mohan consultants present sales casualty analysis, a framework to understand why sales may not be happening. March newsletter also has

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

### [Why your sales not happening: what sales casualty analysis reveals](#)

Long sales cycles, lack of funnel, targets missed by miles and very low closure rate are common woes of many companies on sale front. While the causes for sales derailment are many, all these companies could achieve a predictable and sustainable sales performance by adopting a simple antidote, **Focus-collaboration-intensity-freedom-monitor** framework detailed in this whitepaper.

### [How to use WhatsApp for B2B Marketing](#)

How can B2B companies use WhatsApp. In this blog, Browne & Mohan consultants share how companies can use social messaging sites like WhatsApp to build strong sales reach, after sales service engagements and comprehensively manage customer life cycle.

### [Keys to sustaining Sibling Business](#)

Unlike partnerships or working with professionals, businesses that involve siblings need careful delineation of family and relation boundaries and detailed definitions of corporate roles and responsibilities. Devoid of these factors sibling businesses find high friction and ineffectiveness dragging their outcomes. In this blog, Browne and Mohan consultants present how sibling business can balance their personal and corporate alignments.