



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.

In this newsletter, we share our insights on preparing and sustaining sales transformation. Whether you are SFDC or any CRM user, the methods to rewire and marshal the troupe are common. To realize success at the end of sales transformation tunnel, keep it simple. Ensure simple structure, simple rules of incentives and simpler roll out. Simplicity is the answer to sales.

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

[Rewiring sales organization](#)

With markets becoming choppy, shortened product life cycles and customers having expansive options, competing and surviving needs focussed play. Sale has to drive outcomes, have a great coverage, deeper customer engagements and stronger partner management. In this article, Browne & Mohan consultants share how sales organization has to be rewired to ensure more predictable and de-risked revenues.

[How to get more value out of SFDC Implementation](#)

Many companies that implement SFDC or other CRM systems find their ROI not commensurate with the expectations and efforts. In this article, Browne & Mohan consultants explain why this happens and what steps must the companies take to make implementation yield results.

[Gamification for high ROI on SFDC](#)

Companies are realizing to derive the benefits of adoption of any new software or system, it is imperative to create incentives for internal stake holders. Gamification principles have been extensively used to drive adoption of SFDC and other CRM systems. In this blog, Browne & Mohan consultants explain gamification principles that motive associates for faster adoption and higher usage.