

Dear,

May is the month of spring and symbolizes fertility. In our may newsletter, the focus is on two important elements of business: family and alignment between sales and marketing. How families manage themselves and their business has a huge impact on the success of the businesses. Governance mechanisms like family office, and independent board directors bring much needed institutional leverage against various risks. Our consultants share the common traits that underlie family businesses that have withered many a storms. Sales and marketing functions are expected to complement each other and drive the revenue and customer goals. However, in many organizations there is a huge slip between the lip and the cup on the integration front. Browne & Mohan consultants share methods to bridge the craters between the two important functions.

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

[Common traits of successful family businesses: why some thrive, while others fall aside](#)

Family is the bedrock that sustains highs and lows of an entrepreneur's journey. Family is the institution that brings passion, commitment and altruism to business across generations. What unique characteristics define successful families that sustain businesses across generations?. Find out how families devise methods to keep "family" and "business" to pair together.

[Governance mechanisms for unlisted family businesses](#)

What unique characteristics define successful families that sustain businesses across generations?. Find out how families devise methods to keep "family" and "business" to complement each other.

[Bridging the craters between Sales and Marketing](#)

Marketing and sales are brothers in coats. However in most organizations they seldom tango at the go. In this post, Browne & Mohan consultants present how to align the marketing and sales organization so that the complement each other as in a relay rather than a 100 meters dash.