



BROWNE  
&  
MOHAN

# SALES TRANSFORMATION

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For a Company trading in Building  
Materials and Interiors wanting to improve  
their sales operations structure.

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TRANSFORMATION GUIDE

October 2020

INDUSTRY SECTOR  
MANUFACTURING

# CLIENT REQUIREMENTS



**To Generate more revenue across  
branches in North and South India**



**To further improve and  
manage procurement,  
supply chain and sales  
operations**



**To abide by standard  
operating procedures**

# SERVICES PROVIDED

## Process Evaluation

Evaluated the procurement process, bottlenecks, lead-time variations, sources of variations and their impact on fulfillment.



## Audit

To understand the process of sales planning, review methodologies and reports a sales audit was conducted.

## Analysis

Based on the audits, gaps were identified and improvements were carried out.



# KEY DELIVERABLES

1

Sales Incentives



2

Sales process  
improvements



3

Order to Deliver  
Processs  
Standardisation and  
Tally integration

