

**BROWNE
&
MOHAN**

SALES TRANSFORMATION

**FOR A FIVE-DECADE OLD WELL ESTABLISHED
INDUSTRIAL FIRM THAT WANTED TO DRIVE
EFFICIENT NATIONAL AND INTERNATIONAL
SALES ORGANIZATION.**

TRANSFORMATION GUIDE
2020

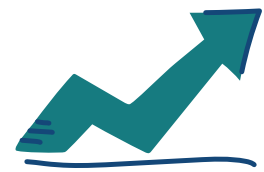
**INDUSTRY SECTOR -
MANUFACTURING**

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CLIENT SITUATION



Poor linkages with EPC, design firms and end clients



Completely domestic demand, Increasing price competition



Silos of product, pre-sales and after-sales organization



Legacy sales structure with low coverage and conversions

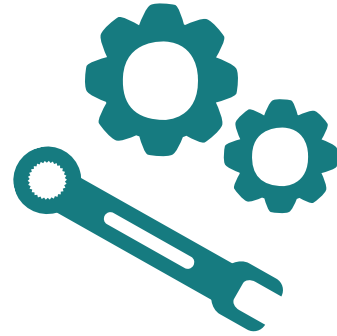


Poor Key account management

SERVICES PROVIDED

Sales
Organization
Benchmark,
Identification of gaps

STEP
01



STEP
02

Leadership
Roles

Product managers role and responsibilities were redefined and realigned

Redesign Sales
Organization

Inside sales, Sales coordinator, Regional sales and Zonal sales operations

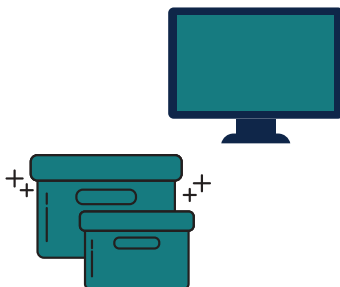
STEP
03



STEP
04

Service
Repackaging

Spares and service offerings were repackaged.



KEY DELIVERABLES

1

Redefined sales structures, sales operations and review process

2

KRA/KPI & Incentives for complete sales and product team

3

After market and international sales organization

4

Partner and Account management