



**Browne
&
Mohan**

SALES TRANSFORMATION

For a company that provided architectural and construction services wanting to improve the efficiency of their business operations.

TRANSFORMATION GUIDE
NOVEMBER 2020

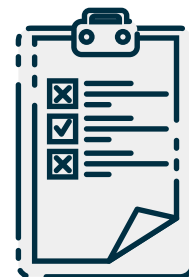
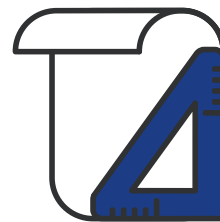
SECTOR
SERVICES

WWW.BROWNEANDMOHAN.COM

CLIENT SITUATION

PROBLEM CONTEXT

- Client had three divisions offering architectural, construction and 2D support services.
- Growth was erratic, sales were ineffective and productivity was low.



SERVICES PROVIDED

Browne and Mohan consultants evaluated the divisions offering architectural, construction and 2D support services.



- Alternate sales and marketing approaches were suggested.
- Created a practice-heavy professional services organization.

KEY DELIVERABLES

Reorganization
of Business Units



Creation
of Practice Areas



Restructure sales
organization, operation
and reviews

