

Marketing & Sales Advisory Services

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What does MBMC do?

- ◆ Consultancy in the area of Sales and Marketing
- ◆ For Owner driven and Family Managed Businesses
- ◆ Assist our client to Systemize and Professionalize the Sales and Marketing function

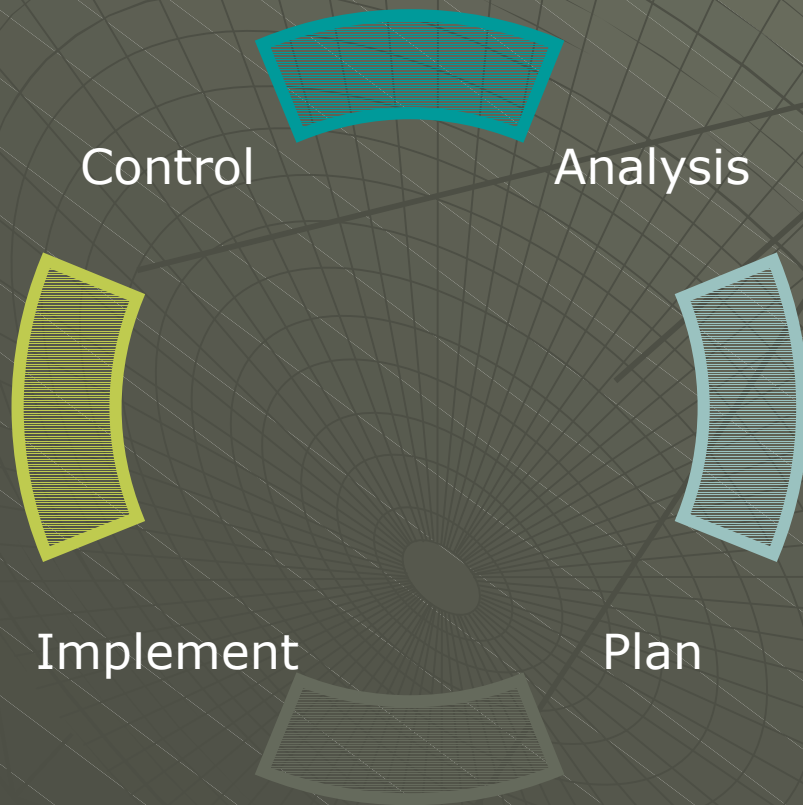
Characteristics of Owner Driven Business

- ◆ Centralized decision making.
- ◆ Operations-Orientation.
- ◆ Major investments in Product and process up-grade.
- ◆ Expects business because of superior product.
- ◆ Claims to have no threat of competition.
- ◆ Sales are stagnated or declining.
- ◆ Feels employees are not delivering to their fullest ability.

What do we need to understand?

- ◆ Sales and Marketing is an important function of the business
- ◆ It is the only revenue generating department of the organisation
- ◆ Just like manufacturing, activities in Sales and Marketing can be process driven
- ◆ We must monitor the activities to gain control on the business

MBMC Pedagogy



- ◆ We work on a four step approach of:

- Analysis
- Plan
- Implement
- Control

MBMC Pedagogy

- ◆ Analysis
 - Product
 - Customer Profile
 - Competitor's Profile
 - Market Potential
 - Product USP
 - Sales and Marketing Process
 - Understand the GAPS in the process

MBMC Pedagogy

◆ Plan

- Decide the Sales mode: Direct Or Network
- Manpower
- Sales Sequence
- Sales Kit
- Presentation
- Activities for Marketing
- Activities for Sales
- Responsibilities and Authorities

MBMC Pedagogy

◆ Implement

- Selection of Sales and Marketing employees
- Training and induction of employees
- Process for selection of network partner
- Marketing and Sales activities
- Back office support system
- Reporting Systems

MBMC Pedagogy

- ◆ Control
 - Review of the activities
 - Corrections based on Market Feedback
 - Brainstorming for improvements

Benefits to the Client

- ◆ Process driven Sales and Marketing activities
- ◆ Specific monitoring for result orientation
- ◆ More focused and responsible employees
- ◆ Improved efficiency and effectiveness

Benefits to the Client

- ◆ Better sales forecasting
- ◆ Better manufacturing and sales coordination
- ◆ Improved sales

Our Strengths

- ◆ Experienced Consultants
- ◆ Familiar to Family Managed and Owner Driven businesses
- ◆ Focused approach
- ◆ Ability to implement successfully
- ◆ Man management capabilities
- ◆ Dynamic and quick

Our aim is to inculcate in Owner-Driven Businesses, the attitude to:
Work *on* the Business,
rather than
Work *in* the Business.

Thank You