

From insight to execution,  
driving measurable business  
results



Knowledge  
Implemented.

A 3 minute read

# Beyond Revenue: Why Profits Don't Match Expectations

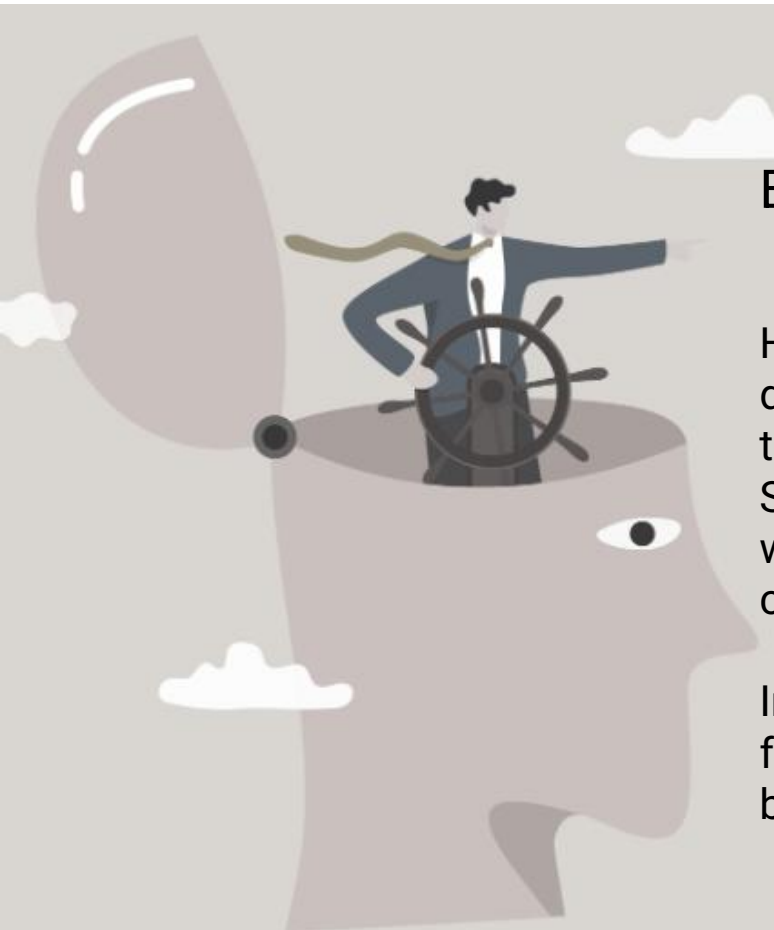
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## PREFACE

Businesses are built to create wealth for its founders and stakeholders through sustainable profits. The stakeholders can include investors, lenders, or key employees. Together, they envision a level of profitability based on their business model, market insights, and execution strategy.

Yet, in most cases, those profit expectations remain unmet. This isn't always due to mistakes – rather, it's often the outcome of gaps between strategy and execution.





## Based on my experience

Hi, my name is Srinivas Evani. For over three decades, I helped many companies and leaders scale their business and achieve profitable growth. Specializing in sales productivity and execution, I work with business houses to design processes that convert plans into measurable profit outcomes.

Interacting with thousands of business owners – I found two common challenges behind stagnant business growth/profits. They say:

**Helping clients succeed**

- is the mindset every sales professional should have

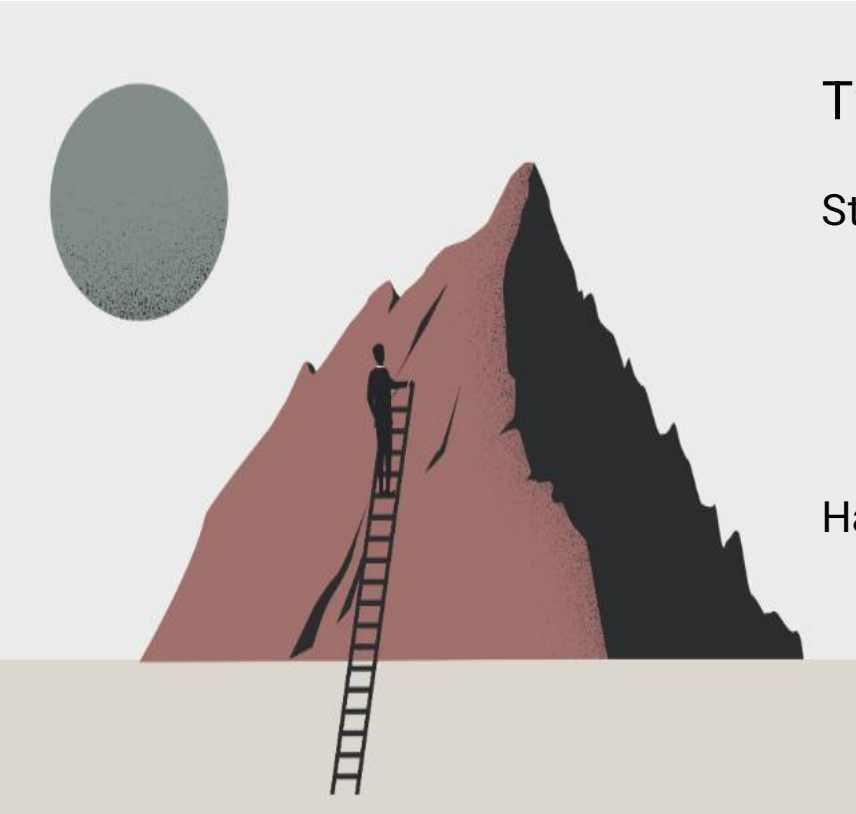
## Two major issues for business owners:

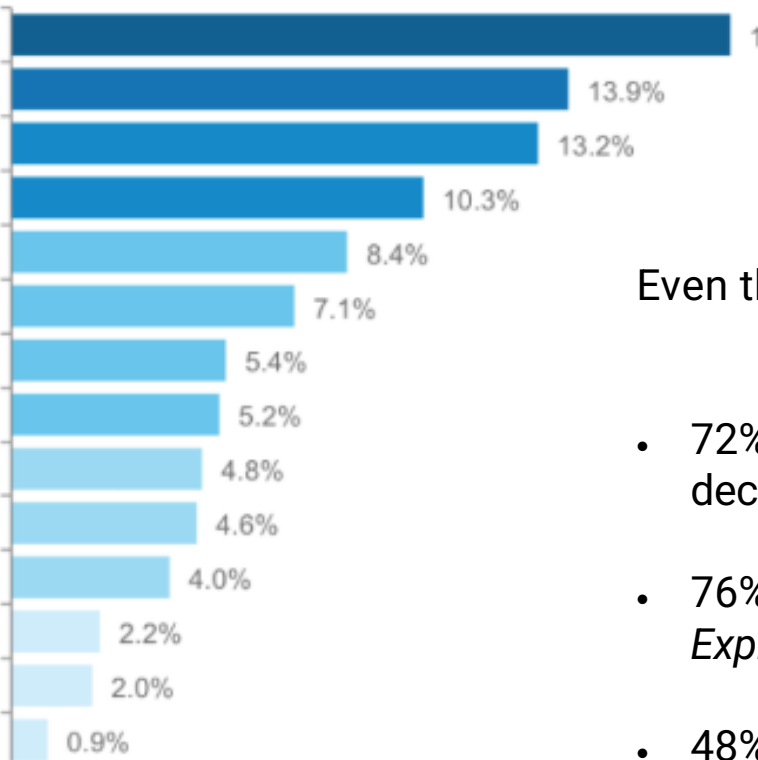
### Strong Market growth, Weak Profit Growth:

“We’re among the top players. The market is growing and so our revenue, our costs are controlled, and cash flow is healthy – yet profits aren’t rising as expected.”

### Happy Customers, Flat Revenue:

“Our product is well accepted, we generate good leads, our finances are well under control but revenue and profits have plateaued for years”





## Even the numbers say a similar Story

- 72% of MSMEs say their business has stayed the same, declined, or closed in the last 5 years. (*Financial Express*)
- 76% of MSMEs report they are not making profits. (*Indian Express*)
- 48% of MSMEs face closure within 8 years. (*Times of India*)

These figures point to a single reality – profitability isn't just about having a good product or market. It's about the ability to execute effectively and continuously improve.

Predictable outcomes are achieved from well built and maintained pipelines.

Revisit the below three:

From my experience there are mainly three areas to work on, in a business for a profitable growth in the above said situations. They are:

Increase sales productivity

Focused marketing

Close execution gaps



## Sales productivity:

It's surprising – and unfortunate – that while businesses invest heavily in marketing, sales teams often remain the least supported when it comes to personal and professional development. Isn't it ironic? The very function that brings in revenue often receives the least structured support to grow its capability.

A good-performing business should aim to be at least 25% above industry averages numbers. The key lies in **managing the sales pipeline effectively** – identifying where it is **leaking or bloating**, and taking corrective action to restore momentum.

If your sales team is **under pressure to offer discounts**, the issue may not be pricing – it's likely your **sales methodology**. Shifting to a **value-based selling approach** not only protects margins but also builds stronger customer relationships.

## Marketing effectiveness:

Most of the time the volume of the leads generated is great but they do not enter the sales pipeline. Check the filters used to generate lead and the market segment you are addressing. Rework on your communication/ marketing collaterals. In most of the cases I was able to achieve great numbers from tweaking on the communication and collaterals.



## Execution gaps

Execution excellency is the key for a profitable growth. Gaps in execution drain the profitability. If everything looks great and profits are not, for god's sake engage an execution specialist to validate your process, identify the gaps and fix them immediately. We can help you here. If done effectively this entire process should not take more that 3 to 4 weeks and one should be in a position to see the change from the fourth month onwards. These numbers can slightly vary based on the industry/product sales cycle.



Set the direction first  
and then the speed  
for execution  
success

## Next Step Forward

Let's Talk About Your Business – We at Empower TC are a team of industry veterans, experienced consultant and mentor in identifying and fixing gaps in Sales productivity and Strategy Execution. We help organizations, business houses to lead towards profitable growth.

We understand the present challenges and if needed conduct an execution gap audit – I'd be glad to have a conversation. You can email me [es@empowertc.in](mailto:es@empowertc.in) or WhatsApp me @ 9618182223.

Exclusive for you: Quote this article and get your execution gap audit done absolutely free. A limited period offer valid till 15<sup>th</sup> November 2025.

Looking forward to partner with your organization in your business process development.

Thank You  
for investing your time.



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