

Reference project 1

Development of global sales structures and processes (2.5 years)

Client	Function	Assignment	Duration
English subsidiary of a German equipment company approx. 40 Employees	Director Sales	Sales Management	2.5 years
Background			
The newly acquired subsidiary had no organised sales, operated at loss and was mainly established with R&D customers			
Task			
Development of a sales structure and according processes (ISO 9001) Inclusion into group sales organisation Expansion of sales activities: growth of revenues and profitability			
Result			
Creation of global sales structure in the context of the group sales organisation Revival of the US market and opening of the Japanese market Inversion of the customer base from 80% R&D to 80% production customers Establishment of higher selling prices thus improvement of profitability Quadrupling revenues and tripling global market share			