

# Reference project 2



## Turnaround: restructuring of global sales organisation (1.5 years)

Client	Function	Assignment	Duration
International SME Metrology approx. 30 Employees	Managing Director / CEO	Sales Management	1.5 years
<b>Background</b>			
Substantial business slump after global investment crisis and neglect of broad business fields due to focussing on a singular market. Weak sales processes and insufficient sales strategy, no planning certainty; weak education of sales team at headquarters; no management of distribution partners			
<b>Task</b>			
Short term turnaround with sustainable improvement of the business Returning to profitability			
<b>Result</b>			
Creation of new global sales structures with according processes Broader market positioning (de-focusing) and improved customer orientation and satisfaction Establishment of higher selling prices with improved profitability Doubling of revenues			