



# Brand & Customer Quick-Start

(Re-)Creating sales & marketing after carveouts and spinoffs

Following M&A-carveouts or spinoffs, the new entities often face the situation of having lost the previous brand, the sales force, the marketing and after-sales department and even the brand – or are about to lose it after a limited transition period. Then rapid action is vital in order to sustain existing customers and win new ones and thus safeguard the top line.

enable2grow is supporting you and your company in the instant retention and acquisition of customers, the rapid creation of a new brand and a sales, after-sales and marketing organisation. We provide advice, a solution provider network and Interim Management Services.

1. We go, see and interview hitherto existing customers/ users – in order to understand their acute targets, motives, pain points and needs – then interview non-customers and then the previous team members – and come up with instant actions.
2. We work out the future value proposition of the new entity for customer target groups and create a new brand story.
3. We develop and legally safeguard a new brand name in cooperation with a specialised name agency.
4. We help build up the necessary resources for the new marketing mix, for sales and after-sales – including hands-on execution, i.e. recruiting activities and – if required – with Interim Management.

The Brand and Customer quick-start rapidly delivers

- short-term actions needed to safeguard the top line
- a well-positioned brand with a new name and story
- a fully operative organisation and team for sales, after-sales and marketing



**Dr. Bernd Brockmeier** | Senior Advisor and Expert for Design Thinking & Innovation

Bernd has extensive experience in the field of business development – in multi-national companies, SMEs and startups. He has served as Sales and Marketing Director, Managing Director, Interim Manager, and Operating Partner for investors as well as advisor and coach. He is certified for Design Thinking (HPI Institute Potsdam; INSEAD, Fontainebleau) and recently for the Market Opportunity Navigator (by Marc Gruber & Sharon Tal: [www.wheretoplay.co](http://www.wheretoplay.co)). He lives in the Zurich Area. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).