

Interim Sales Management during a transition of ownership

Principal	Function	Task	Duration
Tier 1 / Tier 2 supplier to the passenger car, commercial vehicle, truck and household appliance industries	Sales	Sales Management	6 months
Problem statement			
<p>The project started 45 days before the asset deal transaction was completed, in which the company was transferred from the insolvency administration to a new legal entity created by the investor. Contracts had to be renegotiated with all customers. With the support of one account manager and one internal sales representative, the day-to-day business with all customers had to be fully handled</p>			
Mission			
<p>Sales and marketing management, Key Account Management, execution of M&A business transition processes, improvement of sales processes, e.g. conformity to IATF 16949, claim management</p>			
Achievements			
<ul style="list-style-type: none"> - Full completion of insolvency performance choice contracts prior to closing and subsequently trade agreements between the new company and all customers - Full completion of new supplier code registrations before ERP migration - Avoidance of any delivery issue / customer escalation due to business transition at and after closing - Avoidance of any sales related major non-conformity during the IATF 16949 surveillance audit - Preparation and publication of the new company's presentation and website 			