

New Mindset



Rethinking your Business

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HEINKEL®

Heinkel is a global manufacturer of process equipment for the International Pharmaceutical markets. Heinkel UK is responsible for sales, marketing, installation and support activities.

The Challenge:

Heinkel UK needed to enhance its sales and marketing effectiveness by consolidating its position with its established customer base, launching new services and products to its existing customers and by entering new markets. It also needed to develop innovative ways of reaching its customer base in a traditional environment.



"You were brilliant, your passion and enthusiasm are a delight to behold. Heinkel are now reaping the cash benefits...thanks"

Paul Bennett - MD Heinkel UK



The Heinkel inverting centrifuge is a key element in the production of high quality fine chemicals and pharmaceuticals.

The Solution:

New Mindset developed a detailed understanding of Heinkel UK and identified and established priority areas to improve sales and marketing effectiveness in the short and medium term. Current and potential customers were contacted to bring them up to date with Heinkel's activities. An agreed action plan followed which focused on the development of new business units, developing new sales propositions and repositioning marketing material to support the introduction of ecommerce.

For more information on Heinkel visit www.heinkel.de

Think you have what it takes.....
Are you ready for a New Mindset...?

...then contact our Head Office on
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