



Strategy in times of crisis



Have we reached the bottom... or are we merely on the verge of the abyss? There are many different theories about how long the current economic downturn will last. Only one thing is for sure, as once said by Danish physicist Niels Bohr, "Prediction is difficult – especially about the future".

As markets', customers' and consumers' behaviour change, adapting to new realities, it is more than ever crucial to stay connected with your target. Understanding these new behaviours is the only way for you to sharply and correctly adapt your offer to succeed in the new market conditions.

However, if this is done without the context of a clear and compelling strategy, it could result in erratic tactical moves. These may deliver short term results but can be in danger of compromising your longer term value creation model. The last thing you want to happen is to for example give in to more rebates to your customers that will end up as being considered as a standard part of your trading terms.

So here are a couple of tips that are all common sense, but are even more critical when one needs to ride out a storm:

- Cash is king! Keep your working capital at a minimum, lower your stocks as much as you can. It's all about liquidity.
- Re-connect with your customers and consumers. Be the first to understand how the economic downturn affects them and their behaviour. Look for opportunities to adapt your offer to better match the new reality of the market.
- Strategy, strategy, strategy... Are you clear about where you are going as a company, and what your priorities are to get there? If you are, make sure that all short-term actions still help move your company towards the longer term vision. If you are not, or you feel that your vision needs to be adapted due to changes in the market, start reviewing immediately. The sooner your vision and strategy are clear, the better the quality of actions being taken in your company to ride out the storm.
- Market-share for grabs! Some of your competitors will end up paralysed for fear of not knowing where their business is going. This is the right time to massively invest in gaining market share. Those who dare will win the battle.

At BrainTower, our many years of experience in all kinds of economic situations have allowed us to build a solid knowledge and understanding of what it takes to win. Today, products such as the Consumer Safari (your team reconnects in a couple of days with reality: the customer and the consumer) and the Management by Strategy module (a clear and compelling strategy built in a few days with your team) are more than ever relevant for many companies feeling uncomfortable facing the current economic situation.

Want to know more or simply have a chat about this, call us or e-mail jakob.ronsholt@braintower.com - jan.delancker@braintower.com - wim.wolsing@braintower.com.

New Partner at BrainTower



Since the beginning of February Jake Rønsholt has officially joined BrainTower as Partner of the group. Jake has an extensive international experience with Unilever in Marketing, Business Development and General Management in Western Europe, Central & Eastern Europe and Africa.

He was born in Denmark, grew up in Belgium and now lives in The Netherlands with his Dutch wife and their twins. If you want to talk Business Development, Strategy, Marketing, Interim Management and more, don't hesitate to call Jake directly at +31 646 345 390 or e-mail jakob.ronsholt@braintower.com.

BrainTower's "Customer Centricity" modules: create a competitive advantage!



BrainTower provides managers and leadership teams with fast, effective and smart value enhancing solutions for their commercial operations. Based on this proven track record and the increasing requests from our customers with regards to Customer Insights & Activations, we now offer a full range of services in Customer Life cycle Management, Customer Relationship Management and Customer Loyalty. BrainTower analyzes your current Customer Relationship and Loyalty value chain and creates a strategy designed to imbed the customer centrally in your business culture. In today's economical situation, keeping the right customers and acquiring the right prospects is critical to keep building your business. As always with BrainTower, we can also assist your company in executing the strategy. Roland Gerets recently joined BrainTower to be your contact to discuss your customer insights and activations. Roland has 15 years of extensive sales & marketing management experience in Europe in telecom, media and leisure. He has become an expert in result oriented customer relationships. Interested in how BrainTower can sharpen your competitive edge? Call Roland or e-mail roland.gerets@braintower.com.

Restrictions on overheads? Don't compromise your future!



In hard times, our first reflex is to reduce fixed costs to the bare minimum. Mostly we retain the strict necessary number of people to deliver on the short term and choose to park projects that build our long-term strength. This is dangerous, and not necessary: BrainTower can provide you with highly skilled Interim professionals to drive your projects. Not on your payroll, no social burden, and you have the freedom and flexibility to stop and start at very short notice. Want free advice? Call Philippe or e-mail philippe.lehouck@braintower.com.

About BrainTower

BrainTower is a marketing and sales boutique active in Interim Management and Consultancy. Our purpose is to offer Companies' Management fast, effective and smart value enhancing solutions for their commercial operations. Our motto: we measure our success through our Customers' results! Key products and services: Interim Management & Out-Tasking in Marketing & Sales Management, Project Management, Way-to-Market, Commercial Due Diligence, Commercial Audit, Pricing & Trading Terms, Management by Strategy, International Business Development and International Key Account Management, e-Commerce solutions, ...

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