



WHY we do it

Germany's innovativeness

» Germany ranks highest in innovation - but it is not being applied- the greatest challenges lie in marketing and sales.

Sales poses a challenge for most German start-ups

» Almost 70% of all start-ups name sales as the biggest challenge.

The German market is attractive but picky

» Germany's software market ranks 2nd in Europe with expected steady growth.

» German customers spend time in evaluating alternatives before making decisions, stick to known vendors, and are very value-conscious in their decisions.

WHAT we do

We help innovative tech companies with all aspects of sales and marketing and recruit the right talents. We accelerate revenue and shareholder value growth. For investors, we are a Trusted Advisor, we create transparency and reveal potentials.

We accelerate growth for national and multinational start-ups / scale-ups, support German market entries and advise investors.

We offer active support: Fast. Competent. Result-oriented.

HOW we do it

zealaxx follows a proven and structured procedure for optimizing the sales and marketing process to increase enterprise value. We accompany start-ups and scale-ups ideally in the long run (project length ~ 18 months).

MARKETING

SALES & PRE-SALES

LEAD DEVELOPMENT

PEOPLE & CULTURE

STRATEGY & BUSINESS DEVELOPMENT

INTERIM MANAGEMENT



1. Analysis & Assessment

We listen closely to gain an understanding for analyzing main issues of improvement based on key performance indicators.



2. Concept & Measures

We define measures to establish and optimize processes, procedures and develop a roadmap for a successful business development.



3. Implementation & Realization

We implement and integrate sustainable structures within the company and provide hands-on-support during every step of the process.



4. Fine-Tuning & Phase-Out

We slowly draw back from the engagement as soon as systems and processes are running smoothly, and the client is ready to be successful without our help.

Get in touch with us



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Selection of clients and partners

