



## Anova Consulting Group Announces Rebranding at 10-Year Anniversary

### For Immediate Release

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Brookline, MASS, April 15, 2014 — Anova Consulting Group, a leader in win loss analysis and customer satisfaction research, is launching an updated brand image coinciding with the 10-year anniversary of the firm's founding. The rebranding includes a new website ([www.anovaconsulting.com](http://www.anovaconsulting.com)), a completely revamped capabilities brochure, and a redesigned logo.

"Helping our clients win and keep business is what we do," said Anova Founder and President Rich Schroder. "Our new brand image more accurately reflects our growth and expansion while still emphasizing our core mission statement of existing to help our clients compete more effectively."

Driven by a highly consultative approach, Anova's win loss analysis and customer satisfaction research provide objective feedback to measure the effectiveness of a firm's sales efforts and the quality and responsiveness of its service functions. Since inception, Anova has experienced steady growth in all business climates, and Anova's client base has expanded from its original focus on the financial services industry to a broader focus that includes software / technology and human capital management clients.

The updated website is designed to more consistently and clearly communicate Anova's focus in win loss and client satisfaction research to clients and prospects, as well as serving as a portal to the *Viewpoint* client dashboard. The website also contains resources such as case studies complete with client outcomes, white papers, articles and the ability to download a chapter from Schroder's book *From a Good Sales Call to a Great Sales Call*.

Added Schroder, "Our website and logo are essential indicators of what we stand for as a company, and we have taken the opportunity to strengthen how we represent ourselves as we roll out our broader strategy for Anova's second decade."

### ABOUT ANOVA CONSULTING GROUP, LLC

Established in 2004, Anova Consulting Group is a leading market research and consulting firm focused on win loss analysis and client satisfaction analysis. By helping its clients understand why they win, lose, and retain business, Anova provides strategic perspectives driving better decision-making, product development, sales effectiveness, client service, and continuous improvement. Richard Schroder, president of Anova, is author of a book titled *From a Good Sales Call to a Great Sales Call* (McGraw-Hill), which details how learning from post-sale debriefing helps close more future sales.