Business direction. Brand expertise. Practical delivery.

Nelon is an independent business consultancy based in Cape Town, connecting business strategy, brand and commercial coordination for owner-led and technically focused organisations.

OUR EXPERTISE

Business strategy & advisory

Commercial direction, business coaching and practical support with decisions, priorities and follow-through.

Brand strategy & communication

Positioning, messaging, company profiles, sales material and website content direction.

CRM, sales & digital systems

Enquiry workflows, pipeline structure, Zoho planning and support with team handovers.

Commercial & international development

Opportunity research, presentations, proposals and stakeholder coordination.

Sales & team alignment

Focused workshops on the offer, customer conversations, responsibilities and next steps.

Practical AI & workflow support

Focused workflow reviews, appropriate automation and guidance with human review.

HOW WE WORK

Nelon works with client teams and independent specialists on agreed briefs.

Advisory, focused projects, ongoing support and workshops. Scope, responsibilities, timing and fees are agreed for each engagement.

START A CONVERSATION

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