

CASE STUDY

Sector: Software Product



COMPANY PROFILE

A software product company. Provides a SAAS platform for collecting, digitizing, communicating, integrating and analysing remote field data in real time.



PAIN POINTS



WEAK DEMAND
AND
PIPELINE



LONG SALES CYCLE
AND
POOR CONVERSION



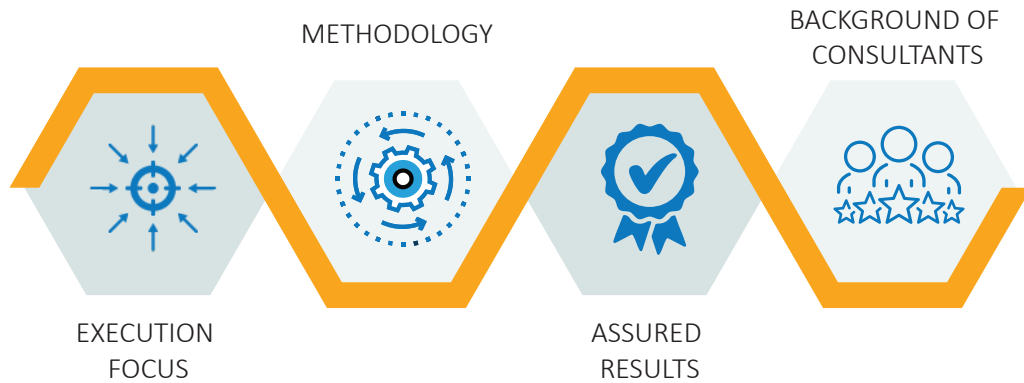
IN-EFFECTIVE
CHANNELS



SLOW REVENUE
AND
CASH FLOW



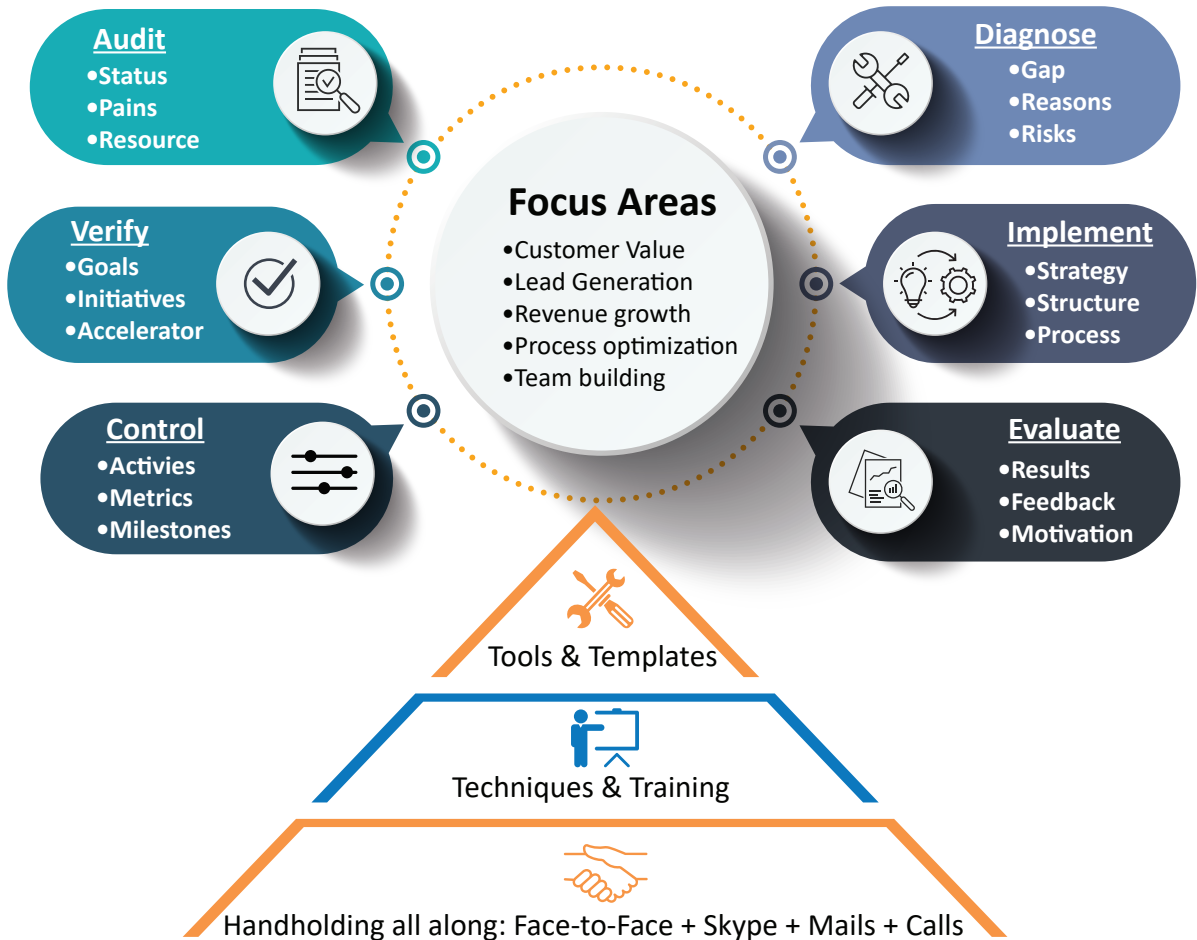
WHY THEY CHOSE BIZWIN



OUR SOLUTION

GOLD CATEGORY ENGAGEMENT FOR 12 MONTHS

SAGE Framework + ADVICE methodology

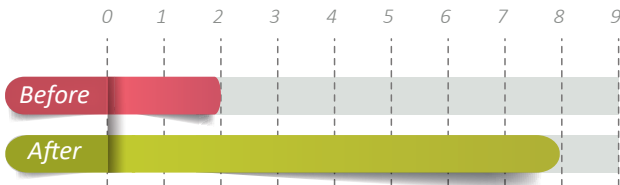




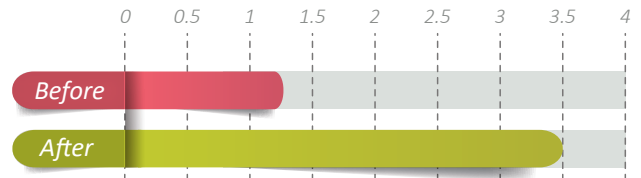
RESULTS

Benefits started showing up from the 3rd month of the engagement

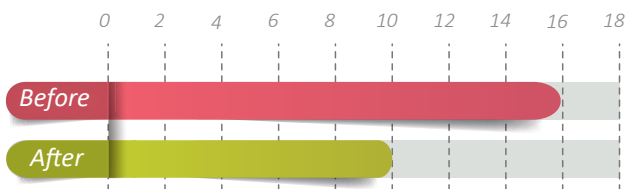
Avg. No. of Leads per week



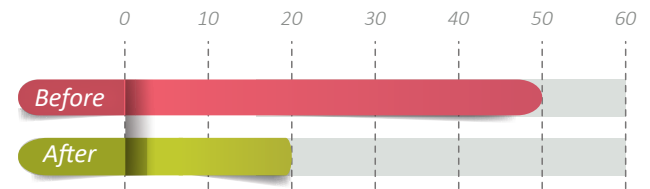
12-month Revenue (Mn INR)



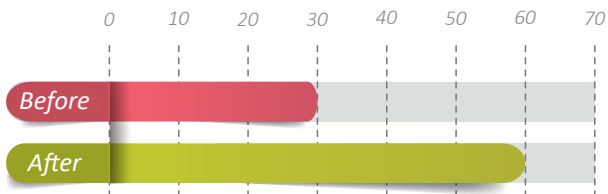
Avg. Sales cycle (weeks)



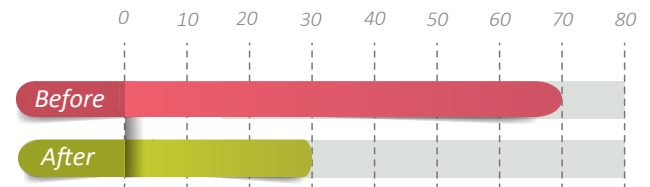
BD Cost as % of Sales



Proposal conversion (%)



Avg. Collection period (days)



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