

CASE STUDY

Sector: Industrial Manufacturing Company



COMPANY PROFILE

A joint venture of a NASDAQ-listed Capital goods leader and a \$7.2 Bn Indian conglomerate. Manufacturer and provider of end-to-end Corrosion management solutions to medium and large manufacturing units in Asia



PAIN POINTS



STAGNANT SALES GROWTH FOR PAST 3 YEARS



SUB-PAR SALES SKILLS



LONG SALES CYCLE AND POOR PROPOSAL CONVERSION



INEFFECTIVE ACCOUNT MANAGEMENT



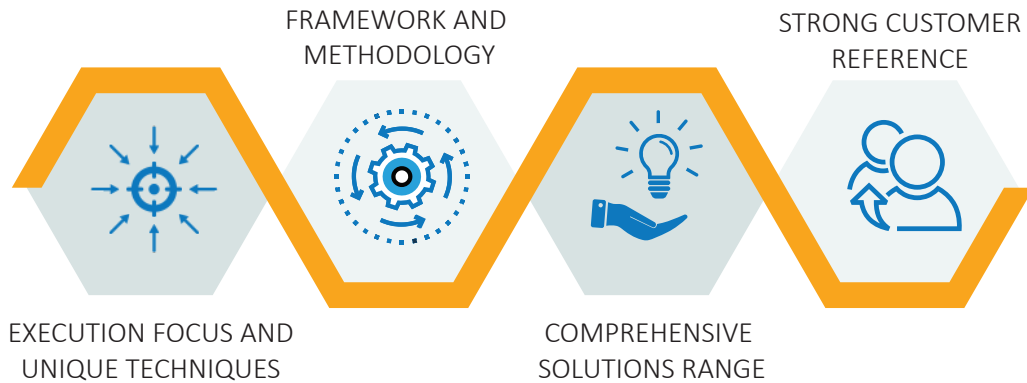
PRICE PRESSURE DUE TO COMPETITION



UNDER-PERFORMING DISTRIBUTION CHANNELS



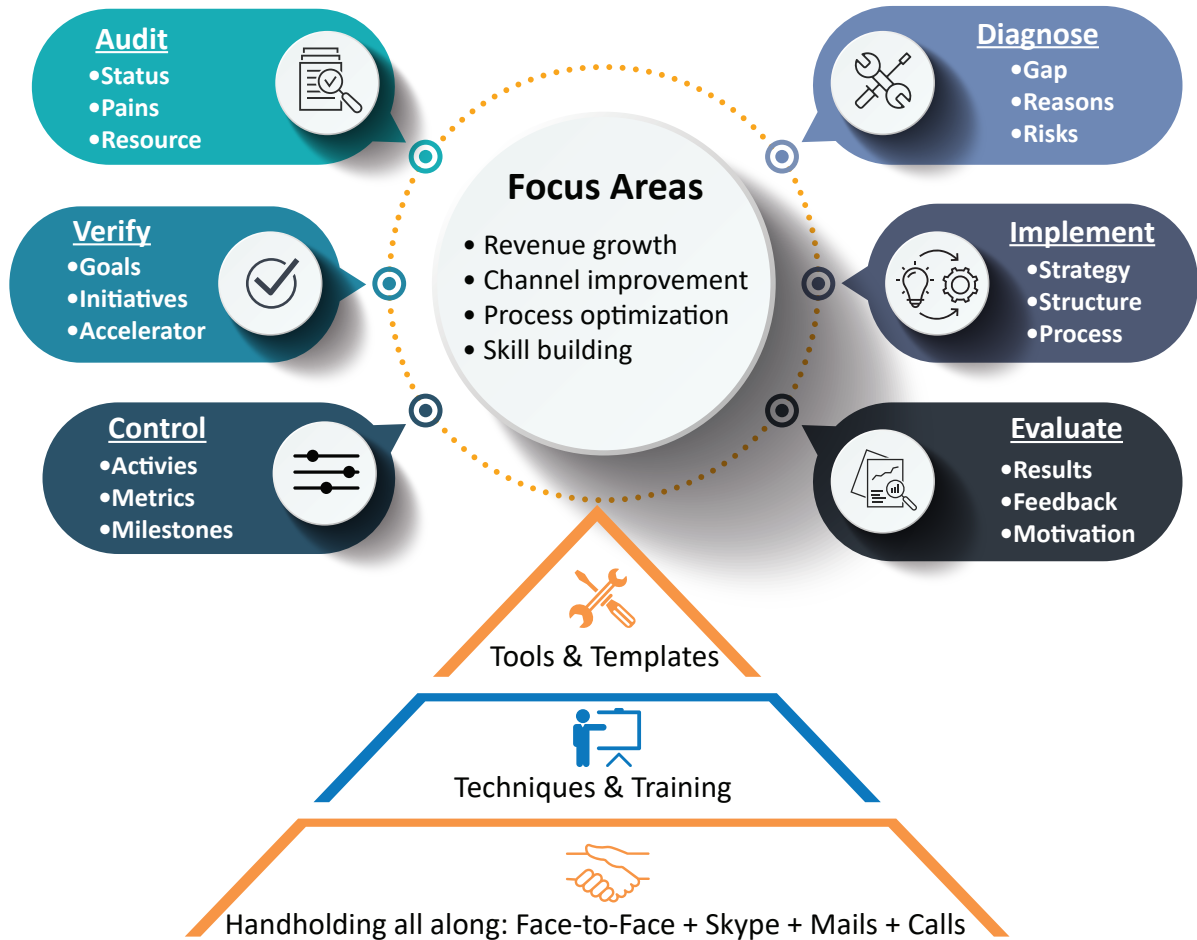
WHY THEY CHOSE BIZWIN



OUR SOLUTION

GOLD CATEGORY ENGAGEMENT FOR 12 MONTHS

SAGE Framework + ADVICE methodology

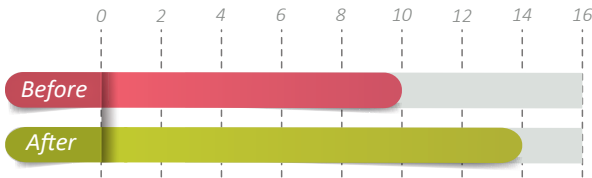




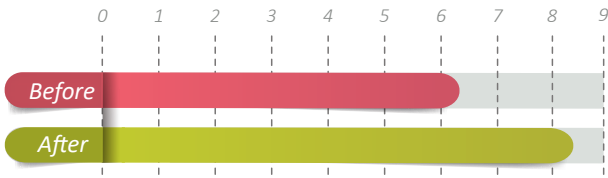
RESULTS

Overview of consolidated Benefits considering both products and services

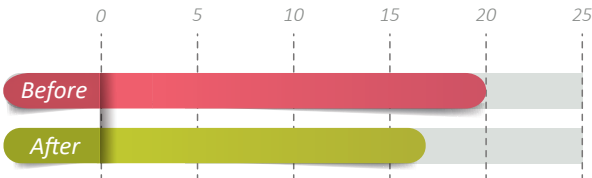
Avg. Leads per week



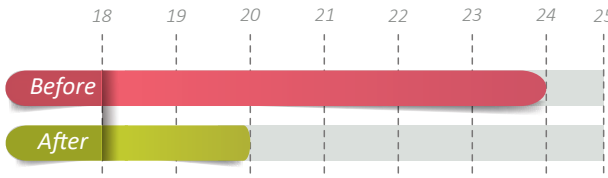
12-month Bookings (\$ Mn)



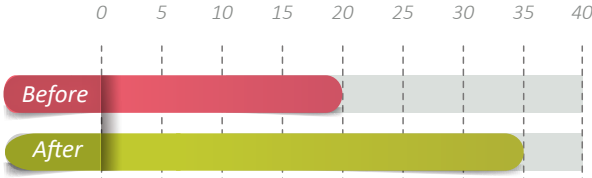
Avg. Sales cycle (weeks)



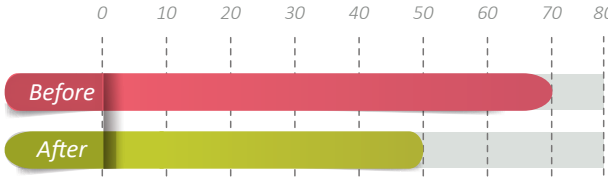
BD Cost as % of Sales



Proposal conversion (%)



Avg. Collection period (days)



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