

Go-To-Market Reset and Sales Capability Uplift for an IT Services Firm



About the Client

A mid-sized Chennai-based IT services firm serving enterprise and mid-market clients across multiple technologies, with strong delivery capabilities and clear growth ambitions.

Their Challenges



Weak GTM



Sales Capability Gaps



Low Conversions



Unclear Positioning



Inaccurate Forecast



Process Inefficiency

Case Study

Client

Enterprise and mid-market IT Services

Location

Chennai, India

Industry

IT Services

Turnover

US\$ 12 Mn (pre-engagement)

Engagement Period

12 months

Why they chose Bizwin



Track Record



Execution Focus



Experienced Consultants



Strong Reference



Our Solution

Go-To-Market Course Correction and Sales Effectiveness Program

Bizwin partnered with the leadership and sales teams to strengthen go-to-market readiness and improve frontline sales execution.

Key initiatives included:

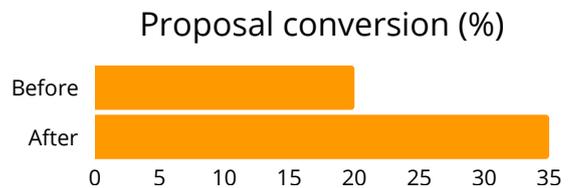
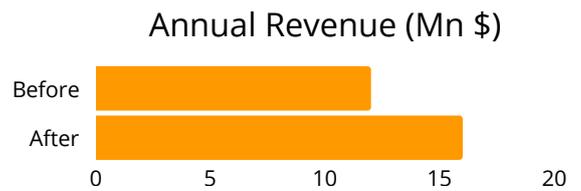
- Redefined go-to-market strategy aligned to priority segments and buyer behaviour
- Improved sales skills across discovery, value articulation, and deal closure
- Standardized sales processes to bring consistency and predictability
- Enhanced proposal structure and messaging to improve clarity and impact
- Introduced practical tools and playbooks to support daily sales execution

The engagement focused on building sustainable sales capability rather than one-time interventions.

Results

- The client transitioned to a more structured, sales-led go-to-market approach.
- Organization unlocked growth without increasing discount pressure or sales overhead.
- Stronger deal quality through better qualification and execution
- Improved confidence and consistency across the sales team

Impact



GET IN TOUCH

info@bizwinconsulting.com

www.bizwinconsulting.com

India
+91 98450 28256
+91 80419 03265

USA
+1-800-705-8143

Sweden
+46 00 8578770

UAE
+971 50 963 8256