

# Sales Effectiveness Improvement for an EdTech Company



## About the Client

The client is an EdTech company based in Bangalore, offering technology-enabled learning and training solutions to enterprise customers.

## Their Challenges



**Low forecast accuracy**



**Low average order size**



**Weak pipeline building**



**Inconsistent Sales Performance**

## Case Study

### Client

EdTech Company

### Location

Bangalore, India

### Industry

EdTech

### Turnover

US\$ 11 Mn (pre-engagement)

### Engagement Period

15 months

## Why they chose Bizwin



**Proven sales frameworks**



**Strong expertise in scaling sales**



**Execution-focused consulting approach**



**Ability to deliver measurable outcomes**



## Our Solution

### Sales Effectiveness Improvement Program

Bizwin partnered closely with the leadership and sales teams to improve sales performance through structured strategy, techniques, and practical sales tools.

#### Key initiatives included:

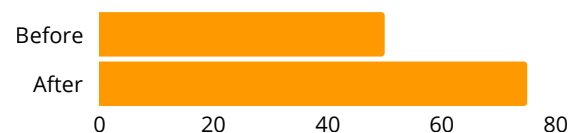
- Defined a focused sales strategy aligned to target customer segments
- Introduced structured sales techniques for opportunity qualification and deal progression
- Implemented practical sales tools and templates to improve proposal quality and consistency
- Strengthened pipeline review cadence and forecasting discipline
- Coached frontline sales teams to improve conversion and closure effectiveness

## Results

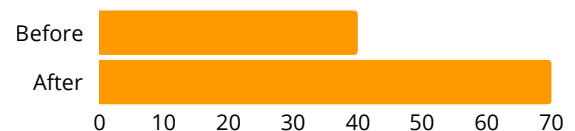
- The client transitioned from reactive selling to a more structured and disciplined sales approach.
- Improved proposal quality and sales execution consistency
- Higher confidence in managing opportunities and customer conversations
- Better pipeline visibility and predictability
- Average Sales cycle reduced from 6.5 months to 4.5 months
- Average order size improved by 22%
- Overall sales pipeline health improved from 2.5X to 5X

## Impact

### Forecast Accuracy (%)



### Achieved Sales Targets (%)



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