

Strengthening Demand Generation and Sales Effectiveness through Structured Sales Discipline



About the Client

A US-based digital media company producing original, vertical-focused news channels. Through micro and hyper-micro content platforms, the organization aims to transform news operations into scalable revenue engines.

Their Challenges



Low Market Awareness



Limited Revenue Visibility



Weak Demand Engine



Ad-Hoc Sales Process



Unstructured Pipeline

Case Study

Client

Digital Media Company

Location

USA

Industry

Digital Media

Turnover

Confidential

Engagement Period

2 months

Why they chose Bizwin



Track Record



Framework & Methodology



Background of Consultants



Execution Focus



Our Solution

ADVICE Methodology

Key initiatives included:

- Conducted rapid audit and gap diagnosis
- Aligned segments, goals, and revenue model
- Defined structured sales stages and milestones
- Strengthened demand engine and lead processes
- Standardized forecasting and performance reviews
- Rationalized BD cost and compensation structure

Results

- Improved awareness and market visibility
- Streamlined and strengthened demand engine
- Structured and predictable sales pipeline
- Improved forecasting accuracy
- Optimized sales process and BD efficiency
- Stronger execution discipline

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