

Sales Turnaround and Growth Revitalization through Structured GTM Discipline



About the Client

A specialized engineering services firm delivering high-end design solutions to customers across North America and Europe.

Their Challenges



Low Growth



Declining Revenue



Low Win Rate



Margin Pressure



Long Sales Cycle



Low Team Morale

Case Study

Client

Engineering Services Company

Location

North America & Europe

Industry

Engineering Services

Turnover

\$ 2.5 Mn (pre-engagement)

Engagement Period

12 months

Why they chose Bizwin



Track Record



Framework & Methodology



Background of Consultants



Assured Results

Our Solution

SAGE Framework and ADVICE Methodology

Key initiatives included:

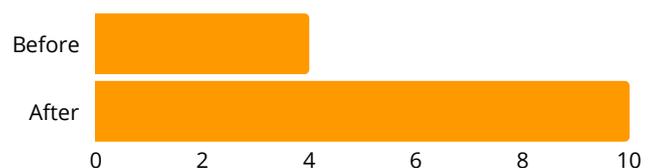
- Rapid diagnostic and structured turnaround roadmap
- Refined value proposition and offering prioritization
- Strengthened lead generation and forecasting discipline
- Implemented defined sales stages and CRM governance
- Optimized structure, resource planning, and cash flow control
- Enabled sales teams through review cadence and performance tracking

Results

- Improved pipeline strength and win rate
- Revenue growth restored within 12 months
- Reduced sales cycle duration
- Lower BD cost ratio
- Improved profitability and cash flow
- Stronger sales discipline and morale

Impact

Avg. Leads per week



12-month Bookings (\$ Mn)



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