

# Strengthening Revenue and Conversion through Structured Sales Discipline



## About the Client

One of the largest HR staffing companies in Asia, serving enterprise clients across multiple industries.

## Their Challenges



**Weak Account Management**



**Poor Sales Scalability**



**Inefficient Compensation**



**Price Pressure**



**Low Sales Productivity**

## Case Study

### Client

HR Staffing Company

### Location

Asia

### Industry

HR Staffing

### Turnover

\$ 530 Mn (pre-engagement)

### Engagement Period

15 months

## Why they chose Bizwin



**Framework & Methodology**



**Comprehensive Solutions Range**



**Background of Consultants**



**Execution Focus**



## Our Solution

### SAGE Framework and ADVICE Methodology

#### Key initiatives included:

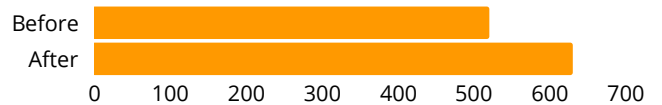
- Strengthened lead management and conversion discipline
- Streamlined recruitment and sales workflows
- Defined metrics and standardized performance tracking
- Improved account management structure
- Redesigned compensation alignment
- Enabled teams through structured reviews

## Results

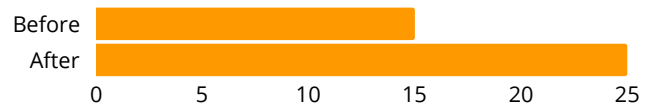
- Increased annual bookings significantly
- Improved proposal conversion rates
- Higher sales productivity
- Stronger revenue predictability
- Better account discipline

## Impact

### 12-Month Bookings (\$ Mn)



### Proposal Conversion (%)



## GET IN TOUCH

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