

# Revenue and Channel Transformation through Structured Sales Discipline



## About the Client

A joint venture between a NASDAQ-listed capital goods leader and a \$7.2 Bn Indian conglomerate, providing end-to-end corrosion management solutions to medium and large manufacturing companies across Asia.

## Their Challenges



**Stagnant Sales**



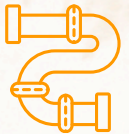
**Price Pressure**



**Low Sales Capability**



**Underperforming Channels**



**Long Sales Cycle**



**Weak Account Management**

## Case Study

### Client

Industrial Manufacturing Company

### Location

Asia

### Industry

Industrial Manufacturing

### Turnover

\$ 6.3 Mn (pre-engagement)

### Engagement Period

12 months

## Why they chose Bizwin



**Strong Customer Reference**



**Comprehensive Solutions Range**



**Framework & Methodology**



**Execution Focus**



## Our Solution

### SAGE Framework and ADVICE Methodology

#### Key initiatives included:

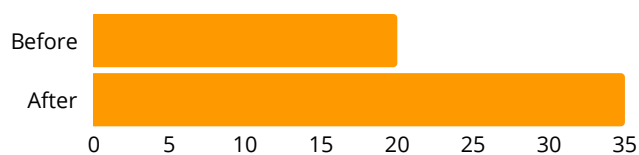
- Strengthened sales planning and pipeline discipline
- Optimized distributor performance and clarified targets
- Streamlined sales processes with defined metrics
- Improved account management structure
- Enhanced sales and channel capability through reviews
- Established governance and performance tracking

## Results

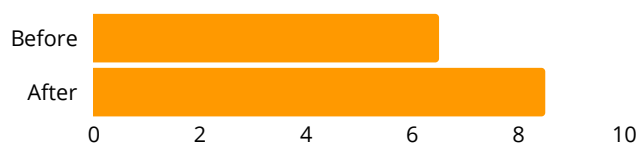
- Revenue growth restored within 12 months
- Improved lead generation and conversion
- Reduced sales cycle duration
- Lower BD cost ratio
- Improved proposal win rates
- Stronger cash flow control

## Impact

### Proposal Conversion (%)



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



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