

# Structured Growth Transformation through Focused GTM Execution



## About the Client

An IT company delivering enterprise cloud and mobile products and services across India, the Middle East, and Africa.

## Their Challenges



**Product Launch**



**Poor Conversions**



**Too Many Solutions**



**Ineffective Channels**



**Long Sales Cycle**



**Low Team Motivation**

## Case Study

### Client

IT Products and Services Company

### Location

India

### Industry

Software Product and Services (IT)

### Turnover

\$ 4.9 Mn (pre-engagement)

### Engagement Period

12 months

## Why they chose Bizwin



**Track Record**



**Background of Consultants**



**Framework & Methodology**



**Assured Results**



## Our Solution

### SAGE Framework and ADVICE Methodology

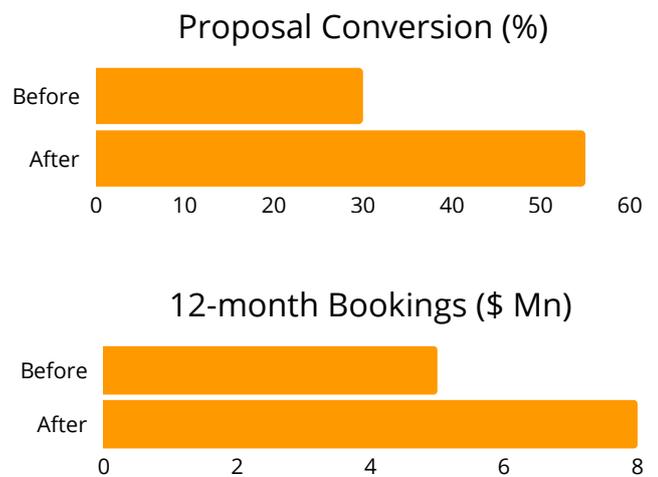
#### Key initiatives included:

- Structured 90-day GTM alignment plan
- Sharpened positioning and segment focus
- Strengthened demand generation and pipeline governance
- Standardized forecasting and sales processes
- Improved account and partner management
- Enabled teams through structured reviews

## Results

- Improved lead generation
- Higher conversion rates
- Reduced sales cycle
- Lower BD cost ratio
- Better revenue visibility
- Improved cash flow discipline

## Impact



### GET IN TOUCH

[info@bizwinconsulting.com](mailto:info@bizwinconsulting.com)

[www.bizwinconsulting.com](http://www.bizwinconsulting.com)

#### India

+91 98450 28256

+91 80419 03265

#### USA

+1-800-705-8143

#### Sweden

+46 00 8578770

#### UAE

+971 50 963 8256