

Go-To-Market Reset and Sales Capability Uplift for an IT Product Company



About the Client

The Client is an IT product company offering software solutions to enterprise and mid-market customers in the US.

Their Challenges



Low Go-To-Market readiness



Inability to win new logos



Adhoc Sales Process



Stagnant Revenue Growth

Case Study

Client

IT product company offering software solutions

Location

CA, USA

Industry

IT Product

Turnover

US\$ 2 Mn (pre-engagement)

Engagement Period

7 months

Why they chose Bizwin



Proven go-to-market and sales frameworks



Experience in IT product commercialization



Execution-focused consulting approach



Ability to deliver measurable outcomes



Our Solution

Key initiatives included:

- Go-to-market course correction
- Process optimization
- Redefined go-to-market strategy aligned to target industries and buyers
- Structured sales techniques for opportunity qualification and deal progression
- Practical sales tools and playbooks for daily execution

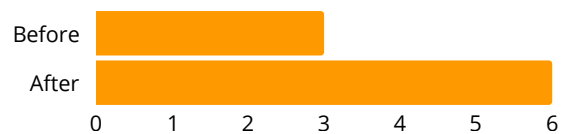


Results

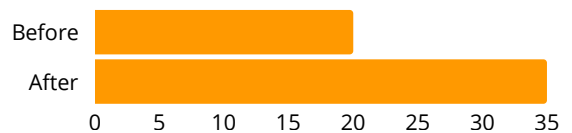
- The organization transitioned to a more structured, sales-led go-to-market approach.
- Improved confidence and consistency across the sales team.
- Stronger deal quality through better qualification and execution.
- Enhanced ability to win new customer logos.
- Acquisition of new customer logos

Impact

Lead Generation per Week



Deal Win Rate (%)



GET IN TOUCH

info@bizwinconsulting.com

www.bizwinconsulting.com

India

+91 98450 28256

+91 80419 03265

USA

+1-800-705-8143

Sweden

+46 00 8578770

UAE

+971 50 963 8256