

Sales Capability Uplift and Product Launch Acceleration through Structured GTM Transformation



About the Client

A software application development company focused on mobile and cloud technologies, with a cloud-based Compliance Communication product serving enterprise customers.

Their Challenges



Weak Pipeline



High BD Cost



Strong Competition



Poor Conversions



Long Sales Lines



Low Cash Flow

Case Study

Client

Software Application Services Company

Location

India

Industry

Software Application Services

Turnover

INR ₹ 2 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

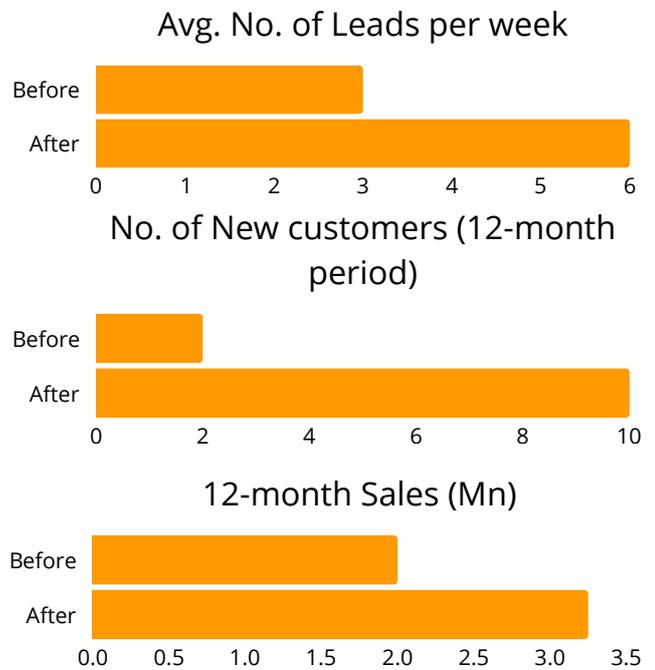
Key initiatives included:

- Structured GTM reset across services and product lines
- Defined commercial launch roadmap for compliance product
- Sharpened value positioning and differentiation
- Strengthened lead generation and pipeline governance
- Established forecast discipline and review cadence
- Optimized BD cost and channel productivity

Results

- Revenue growth in mobile services
- Improved conversion and demand generation
- Reduced BD cost ratio
- Successful compliance product launch
- Expanded pipeline and partner base
- Improved revenue predictability

Impact



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