



Go-To-Market Reset and Revenue Acceleration through Structured Sales Transformation

About the Client

The client is a growing SaaS product company offering a real-time field data platform for enterprise customers seeking operational visibility.

Their Challenges



Weak Pipeline



High BD Cost



Ineffective Channels



Low Conversions



Long Sales Cycle



Slow Collections

Case Study

Client

Software Product Company

Location

India

Industry

Software Product

Turnover

INR ₹ 1.5 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:

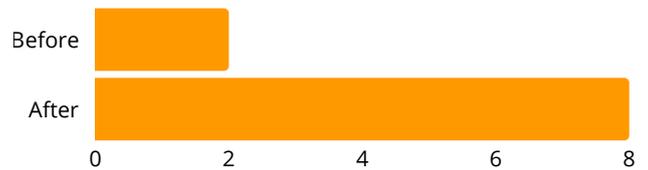
- Deployed a structured GTM reset aligned to revenue goals
- Diagnosed pipeline, positioning, and channel gaps
- Redesigned sales process and value articulation
- Established metrics, governance, and review cadence
- Optimized BD cost and channel productivity
- Strengthened proposal quality and negotiation capability

Results

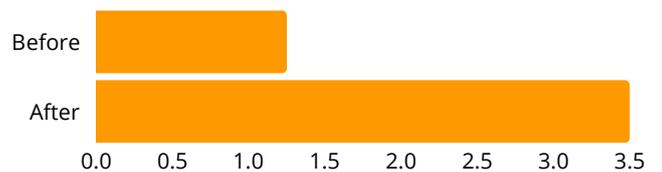
- Revenue more than doubled within 12 months
- Lead generation strengthened significantly
- Sales cycle reduced materially
- Conversion rates improved sharply
- BD cost ratio reduced substantially
- Collection cycle improved

Impact

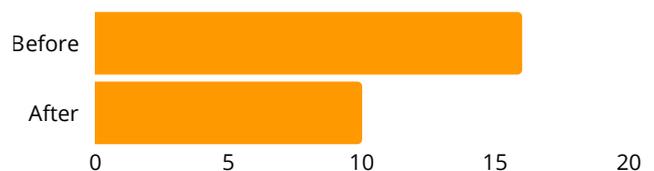
Avg. No. of Leads per week



12-month Revenue (Mn INR)



Avg. Sales cycle (weeks)



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