

Sales Acceleration and Go-To-Market Reset for a Technology Consulting Firm



About the Client

The Client is an IT Consulting & Managed Services provider for US, Middle East and Indian markets.

Their Challenges



Low proposal-to-win conversion rates



Limited differentiation in competitive pursuits



Weak account expansion motion



Inaccurate revenue forecasting



Inconsistent sales execution across service lines



Fragmented Go-To-Market approach

Case Study

Client

IT Consulting & Managed Services

Location

Mumbai, India

Industry

IT Services, IT Products

Turnover

US\$ 12 Mn (pre-engagement)

Engagement Period

9 months

Why they chose Bizwin



Proven go-to-market frameworks



Strong understanding of target markets



References from similar firms



Execution-focused engagement model



Our Solution

Sales Effectiveness and Go-To-Market Improvement Program

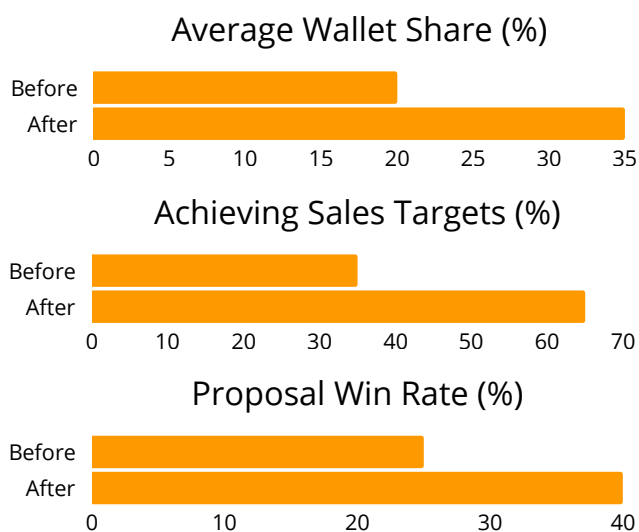
Key initiatives included:

- Leveraged Bizwin's SAGE framework and PENCIL's model
- Shifted sales conversations from capability-led to value-led selling
- Introduced structured sales techniques for opportunity qualification and deal progression
- Strengthened account expansion and cross-sell motion across key enterprise customers
- Equipped sales teams with practical playbooks and tools to handle competitive deal situations
- Strengthened account expansion and cross-sell motion across key enterprise customers

Results

- The organization moved from opportunistic selling to a more structured, value-led sales approach.
- Sales teams demonstrated higher confidence in competitive deal situations
- Improved pipeline quality and predictability across service lines
- Clear differentiation established in a crowded technology services market
- Stronger collaboration between sales and delivery teams

Impact



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