

# Sales Acceleration for a Testing Services Company



## About the Client

The Client is an end to end testing services company based in Bangalore, providing quality assurance and software testing services to enterprise and mid-market customers across the world.

## Their Challenges



**Stagnant Growth**



**Poor Lead Generation**



**Low average Order size**



**Poor Proposal Conversion**

## Case Study

### Client

End to End Testing Services Company

### Location

Bangalore, India

### Industry

Testing Service Provider

### Turnover

US\$ 4 Mn (pre-engagement)

### Engagement Period

8 months

## Why they chose Bizwin



**Proven Sales acceleration framework**



**Understanding of IT services sales cycles**



**Execution-focused consulting approach**



**Ability to deliver measurable outcomes**

## Our Solution

### Sales Acceleration and Lead Generation Improvement Program

#### Key initiatives included:

- Implementation of the PENCILS model to build a structured lead-generation engine
- Deployment of the SaleX approach to improve opportunity identification and conversion
- Structured sales techniques for opportunity qualification and deal progression
- Sales messaging and value-articulation improvement
- Introduction of practical tools and templates to strengthen outbound and inbound sales efforts

The engagement focused on embedding these capabilities into daily sales execution rather than one-time interventions.

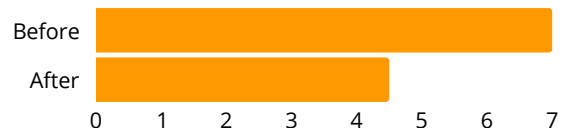
## Results

The organization transitioned from ad-hoc selling to a more structured sales and lead-generation approach.

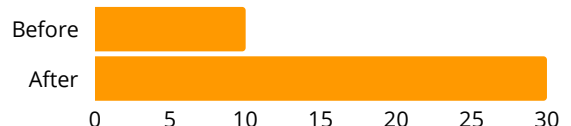
- Improved quality and volume of sales leads
- Higher average order size
- Better deal predictability
- Faster Sales growth

## Impact

### Reduced Sales Cycle Time (Months)



### Improvement in Deal Conversion (%)



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