

Margin Expansion and Revenue Acceleration through Value-Led Selling



About the Client

The client is one of the largest global manufacturers of BOPP films. It has a strong footprint across multiple end-use industries across the world.

Their Challenges



Margin Pressure



Unbalanced Portfolio



Erratic Forecast



Low-price Competitors



Weak Negotiation Skills



Inconsistent Closures

Case Study

Client

Global BOPP Films Manufacturer

Location

India

Industry

Manufacturing

Turnover

US\$ 310 Mn (pre-engagement)

Engagement Period

12 months

Why they chose Bizwin



Track Record



Framework & Methodology



Background of Consultants



Assured Results



Our Solution

Value Selling and Specialty Product Growth Strategy

Over 1.5 years, Bizwin partnered with the leadership team and handheld the sales team with proven techniques, approaches, tools and templates.

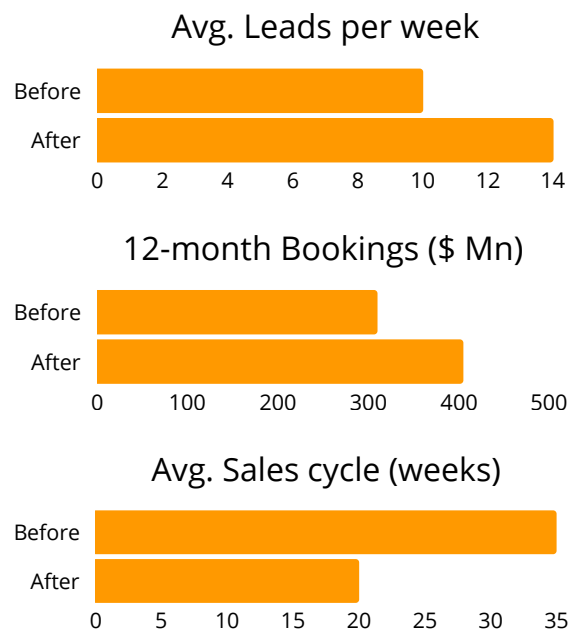
Key initiatives included:

- Deployed a structured value-selling framework aligned to customer economics
- Repositioned specialty products around quantified business outcomes
- Redesigned proposals to emphasize differentiation and ROI over price
- Enabled sales leaders and teams to engage confidently at CXO level
- Shifted deal reviews from price defence to value justification
- Embedded value articulation and stronger negotiation capabilities across the sales organization

Results

- Margin expansion achieved without discount-led growth
- Specialty products emerged as a key profitability driver
- Improved quality and sustainability of revenue
- Sales organization equipped to defend value in complex negotiations
- Superior forecast accuracy ensured across consecutive quarters

Impact



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