

BUILDING INDIA'S B2B SALES ENGINE— ONE COMPANY AT A TIME



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India is producing world-class B2B companies — in IT, manufacturing, and professional services — with sophisticated offerings and genuine delivery capability. Yet a persistent gap remains: the ability to sell at the pace and scale their ambition demands. Bizwin Solutions was founded to close that gap.

Established by Aurijit Ganguli and Susheel Nagarajan, sales leaders with over 30 years of experience across Oracle, Accenture, LG CNS, and Fortune 500 organisations in North America and Europe, Bizwin's founding conviction is straightforward: most B2B companies underperform not because of what they offer, but because of how they sell. The sales system — strategy, structure, process, people, and measurement — is broken. Fixing it requires practitioners who have held revenue targets themselves, not theorists who advise from a distance.

THE PROBLEM BIZWIN SOLVES

Indian B2B companies face a common cluster of challenges: pipelines that appear healthy but convert poorly, sales teams that rely on relationships rather than structured process, proposals that lose to competitors despite superior offerings, and forecasts that consistently miss. These are not people problems. They are system problems — and systems can be fixed.

Bizwin diagnoses and rebuilds those systems using its proprietary SAGE framework — a six-accelerator model covering Strategy, Structure, Resources, Initiatives, Process, and Measurement. Delivered

through the ADVICE methodology (Audit, Diagnose, Verify, Implement, Control, Evaluate), every engagement is custom-designed around the client's specific market, team, and growth ambition.

WHAT MAKES BIZWIN DIFFERENT

Most consulting firms diagnose the problem and deliver recommendations. Bizwin delivers implementation. Senior practitioners — averaging 25+ years at Oracle, IBM, Microsoft, Sony, LG, Toyota, PwC, Capgemini and Accenture — embed

**Bizwin integrates
AI-driven proprietary
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directly inside client sales teams, working alongside them until results are measurable and the capability is owned by the organisation, not dependent on Bizwin's continued presence.

The commercial model reinforces this: Bizwin charges a 1% success fee on incremental revenue generated. Probably, no other sales consulting firm in India ties its fee to the client's revenue outcome. It is not a policy — it is a statement of confidence.

RESULTS THAT SPEAK

A Chennai-based IT services firm grew annual revenue from \$12M to \$16M while improving proposal conversion from 20% to 35%. A global manufacturing client saw 12-month bookings grow from \$6.2M to \$8.2M with sales cycles cut nearly in half. One of Asia's largest HR staffing firms grew annual bookings from \$520M to \$620M in a single engagement. And there are many more. These outcomes share one characteristic: they were built to last beyond the engagement.

TECHNOLOGY AND THE EVOLVING SALES LANDSCAPE

Bizwin integrates AI-driven proprietary sales intelligence tools, experiential techniques and CRM optimisation into every engagement. In a landscape where buyers are more informed, cycles are longer, and competition is global, the companies that win are those with smart pipeline management and digitally enabled sales teams. Bizwin ensures clients are not just keeping pace — they are building advantage.

LEADERSHIP PHILOSOPHY

Bizwin's philosophy is grounded in one belief: a consulting firm earns trust through outcomes, not credentials. Every Bizwin engagement is measured by one question — did the client's revenue grow? That accountability runs through every practitioner, every methodology, and every commercial arrangement Bizwin enters.

VISION FOR VIKSIT BHARAT

India's ambition to become a developed economy by 2047 will be built, in significant part, by its B2B companies winning larger mandates — domestically and globally. Bizwin's mission is to make Indian B2B sales teams genuinely world-class: capable of competing and winning against global competition on value, not just price. That is Bizwin's contribution to the engines of Viksit Bharat. ■