

Sales Effectiveness Improvement for an EdTech Company



About the Client

The client is an EdTech company based in Bangalore, offering technology-enabled learning and training solutions to enterprise customers.

Their Challenges



Low forecast accuracy



Low average order size



Weak pipeline building



Inconsistent Sales Performance

Case Study

Client

EdTech Company

Location

Bangalore, India

Industry

EdTech

Turnover

US\$ 11 Mn (pre-engagement)

Engagement Period

15 months

Why they chose Bizwin



Proven sales frameworks



Strong expertise in scaling sales



Execution-focused consulting approach



Ability to deliver measurable outcomes



Our Solution

Sales Effectiveness Improvement Program

Bizwin partnered closely with the leadership and sales teams to improve sales performance through structured strategy, techniques, and practical sales tools.

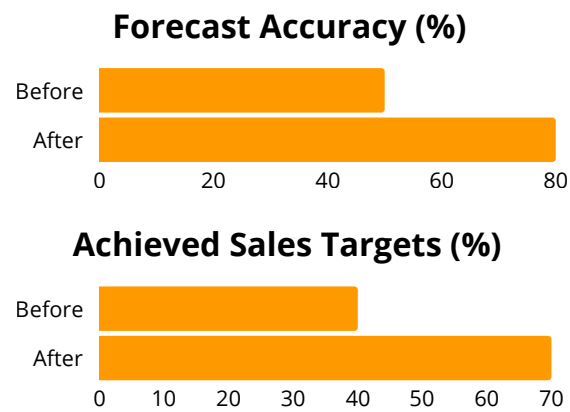
Key initiatives included:

- Defined a focused sales strategy aligned to target customer segments
- Introduced structured sales techniques for opportunity qualification and deal progression
- Implemented practical sales tools and templates to improve proposal quality and consistency
- Strengthened pipeline review cadence and forecasting discipline
- Coached frontline sales teams to improve conversion and closure effectiveness

Results

- The client transitioned from reactive selling to a more structured and disciplined sales approach.
- Improved proposal quality and sales execution consistency
- Higher confidence in managing opportunities and customer conversations
- Better pipeline visibility and predictability
- Average Sales cycle reduced from 6.5 months to 4.5 months
- Average order size improved by 22%
- Overall sales pipeline health improved from 2.5X to 5X

Impact



GET IN TOUCH

info@bizwinconsulting.com

www.bizwinconsulting.com

India
+91 98450 28256
+91 80419 03265

USA
+1-800-705-8143

Sweden
+46 00 8578770

UAE
+971 50 963 8256