

CASE STUDY

Sector: Software Product and Services



COMPANY PROFILE

An IT company, providing enterprise products, solutions and services on cloud and mobile technologies to India, Middle East and Africa markets



PAIN POINTS



PRODUCT LAUNCH



TOO MANY SOLUTIONS



LONG SALES CYCLE & POOR CONVERSION



IN-EFFECTIVE CHANNELS



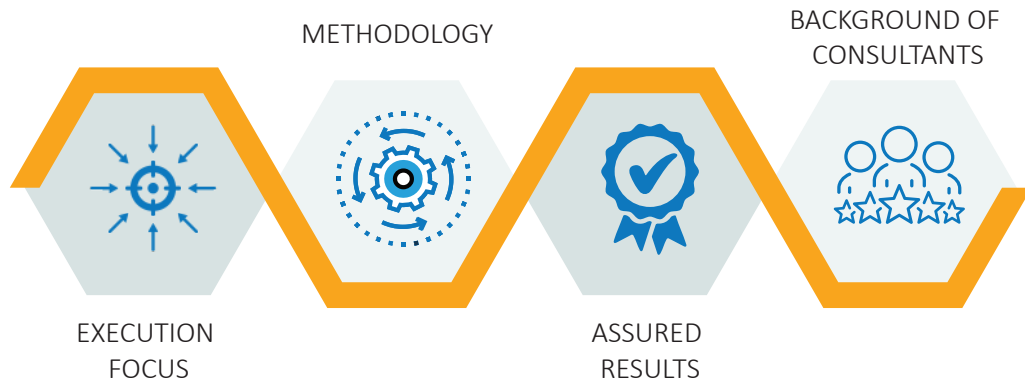
SLOW REVENUE & CASH FLOW



LOW TEAM MOTIVATION



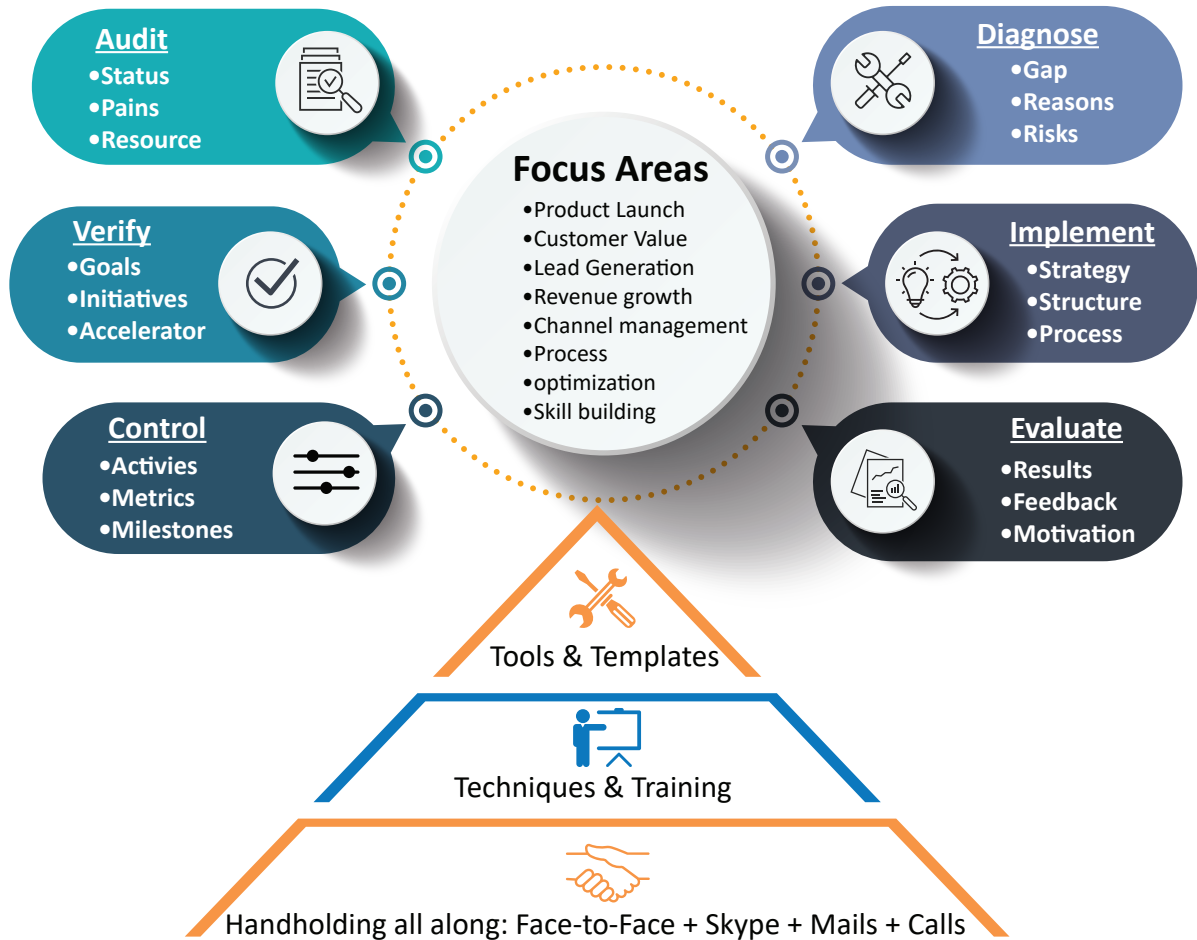
WHY THEY CHOSE BIZWIN



OUR SOLUTION

GOLD CATEGORY ENGAGEMENT FOR 12 MONTHS

SAGE Framework + ADVICE methodology





FIRST 3 MONTHS – ACTIVITY PLAN

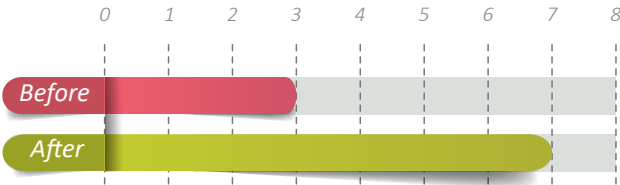
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Audit Current status, Resource, Readiness											
Diagnose Gap, Pains & Risks											
		Verify Goals & Resources									
		Expand / Rationalize Segment and Geo wise Offerings									
		Prepare 6R Analysis and Baseline Revenue Model									
			Prepare & Baseline Strategy, Sales stage Planning, Action Plan								
				Fine-tune Demand generation process using our PENCILS model							
				Standardize Sales Forecasting using our tool and template							
				Resources and Organisation structure planning							
					Bookings and Cash flow Planning			Account Planning & Management			
				Implement Demand generation and Sales process optimization, Strategy, Revenue model, Sales stage planning, Targets, Action Plan, tools, templates, guidance and hand-holding							
								Improvement in Lead generation, Sales conversion, Customer acquisition			
								Control Activities, Metrics, Milestones and CRM reports (if available)			
										Evaluate Results, Feedback, Motivation	



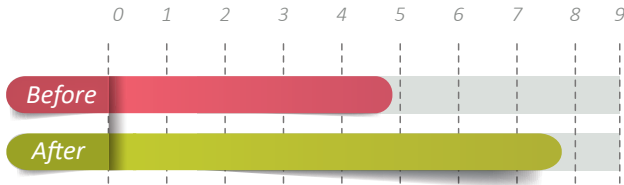
RESULTS

Overview of consolidated Benefits considering both products and services

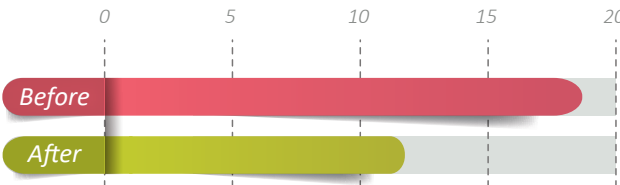
Avg. Leads per week



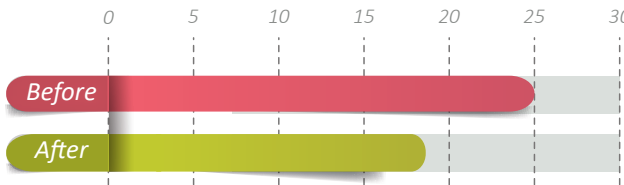
12-month Bookings (\$ Mn)



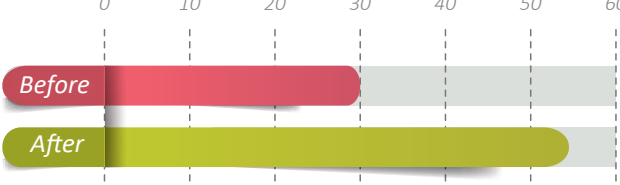
Avg. Sales cycle (weeks)



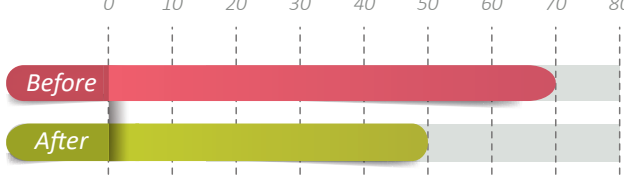
BD Cost as % of Sales



Proposal conversion (%)



Avg. Collection period (days)



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