

# CASE STUDY

## Sector: Digital Media



### COMPANY PROFILE

A US-based pioneer in digital media, dedicated to original news programming segmented into vertical industry news channels. These micro channels and hyper-micro channels, coupled with the company's technology and strategy, transform news creation from cost-center to profit-center



### PAIN POINTS



AWARENESS  
GENERATION



WEAK DEMAND  
ENGINE



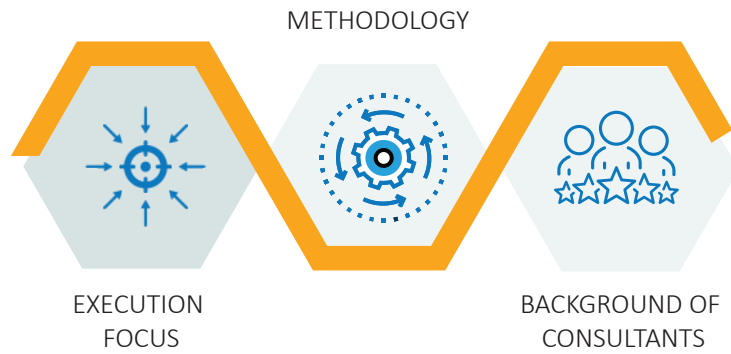
SUB-OPTIMAL SALES  
PIPELINE MANAGEMENT



AD-HOC SALES  
PROCESS



## WHY THEY CHOSE BIZWIN



## 2 MONTHS ENGAGEMENT - ADVICE METHODOLOGY

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Audit Current status, Resource, Readiness							
Diagnose Gap, Pains & Risks							
		Verify Goals & Resources					
		Expand / Rationalize Segment and Geo wise Offerings					
		Prepare and Baseline Revenue Model					
		Prepare and Baseline Strategy, Sales stage Planning and Action Plan					
				Fine-tune Demand generation process using our PENCILS model			
				Standardize Sales Forecasting using our tool and template			
				Roll out Demand generation and Sales process optimization through ARRC analysis, Action Plan, tools, templates, metrics, guidance and hand-holding			



## BENEFITS (IN 2 MONTHS):

- Effective Awareness generation initiatives
- Streamlining of demand engine through viral and affiliate programs
- Standardization of Sales Forecasting
- Optimization of Sales process and implementation of metrics
- Structuring of Comp plans and Rationalization of BD cost



We found Bizwin to be exceptional. We had used consultants in the past and it was always hard to determine how we actually benefitted. Bizwin, with their focused methodology, benefited us with a clear no-nonsense approach. It was clear that their goal was to help us succeed as if it were their own company. Additionally, their methodology opened up solutions that we had simply been missing. The best part is that they are a pleasure to work with.

- *Ron Mahan, CEO*



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