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Case Study 5 – Digital Media

Company:

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:

1. Awareness generation
2. Weak demand engine
3. Sub-optimal Sales pipeline management
4. Ad-hoc Sales process

Why they chose Bizwin:

1. Execution focus
2. Methodology
3. Background of Consultants

Our Solution: 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 & Resource					
		Expand / Rationalize Segment 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			

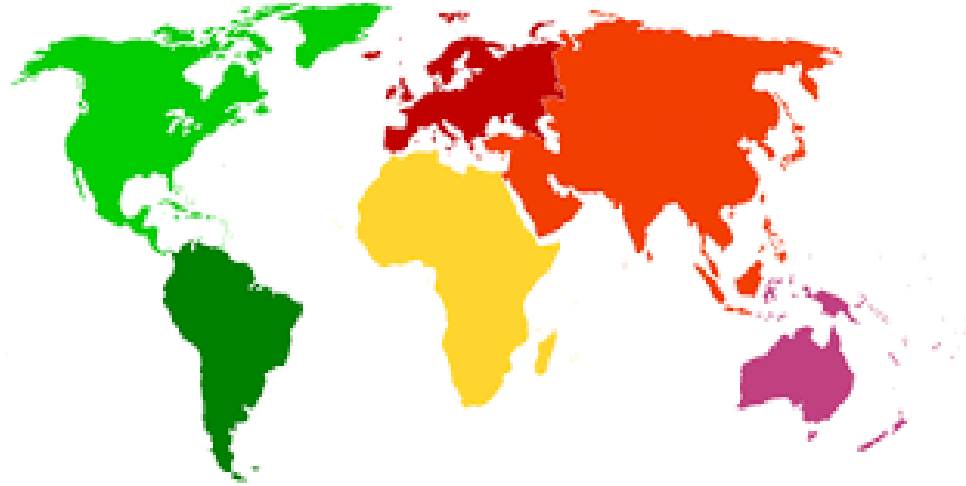
Benefits (in 2 months):

1. Effective Awareness generation initiatives
2. Streamlining of demand engine through viral and affiliate programs
3. Standardization of Sales Forecasting
4. Optimization of Sales process and implementation of metrics
5. Structuring of Comp plans and Rationalization of BD cost

Client's comments:

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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Contact Us

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Thank You

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