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Case Study 1 – Software Product

Company:

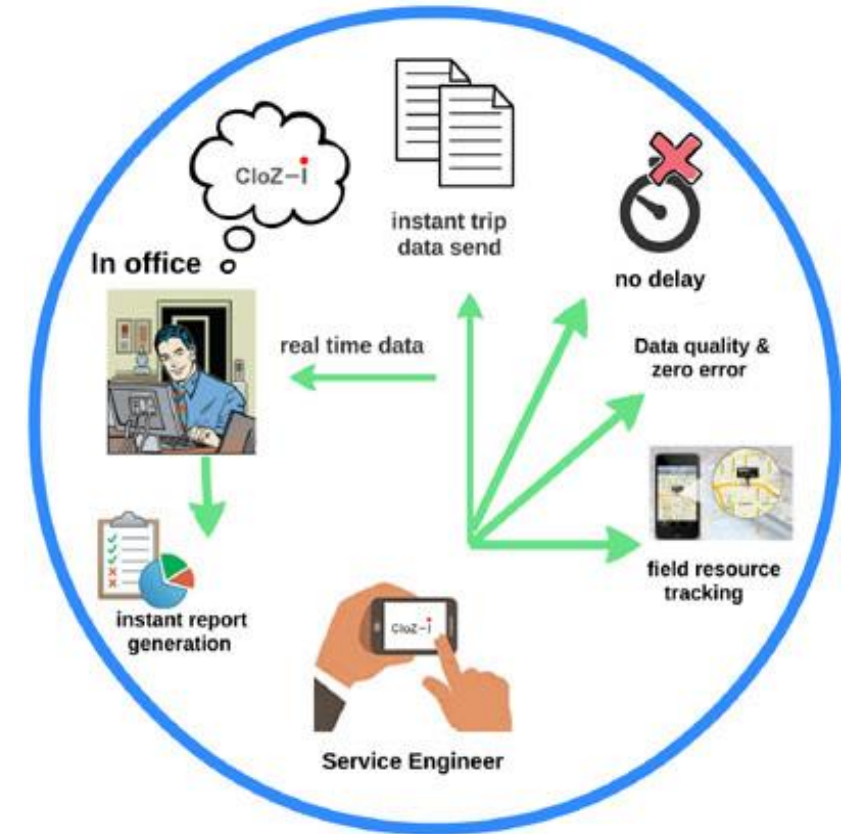
A software product company. Provides a SAAS platform for collecting, digitizing, communicating, integrating and analysing remote field data in real time

Pain points:

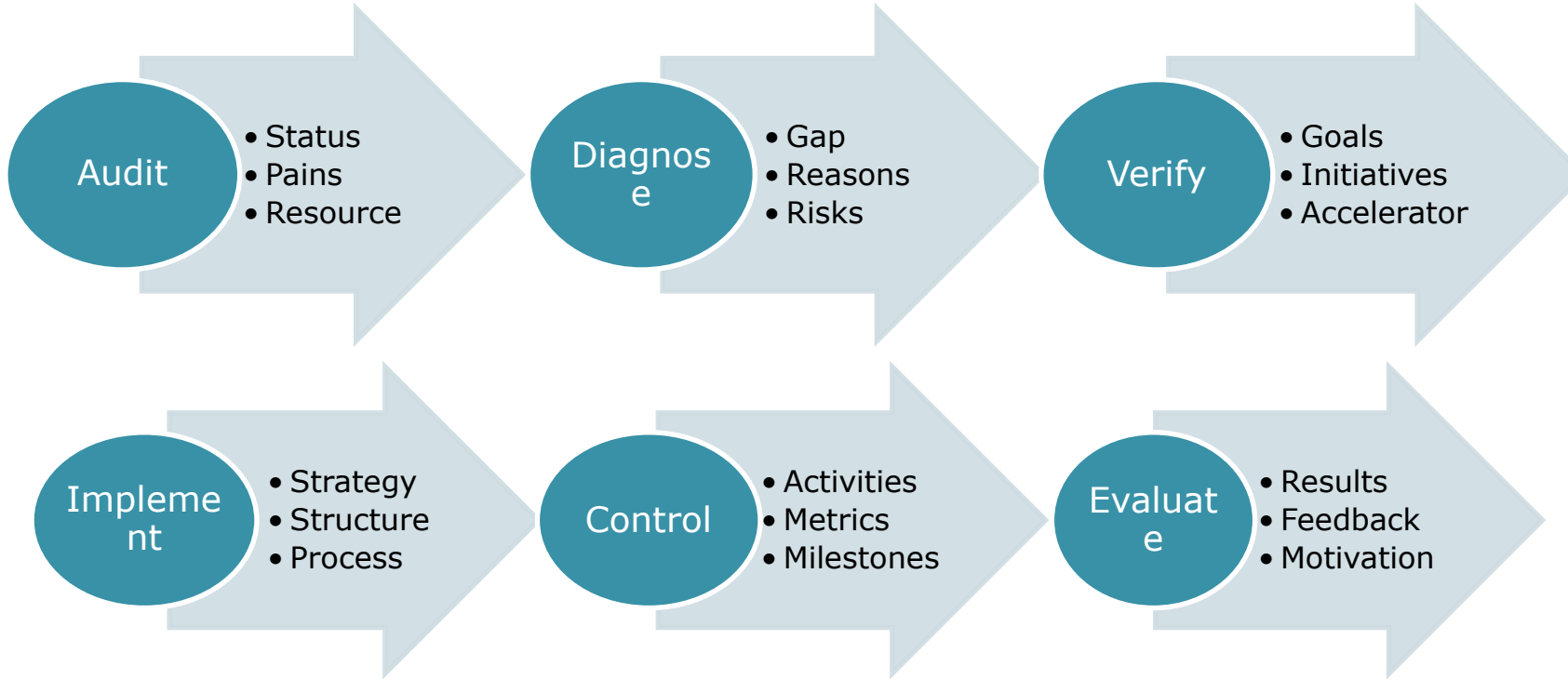
1. Weak demand and pipeline
2. Long sales cycle and poor conversion
3. In-effective channels
4. Slow Revenue and Cash flow

Why they chose Bizwin:

1. Execution focus
2. Methodology
3. Assured Results
4. Background of Consultants



Our Solution: Gold category engagement for 12 months
SAGE Framework + ADVICE methodology



Focus Areas

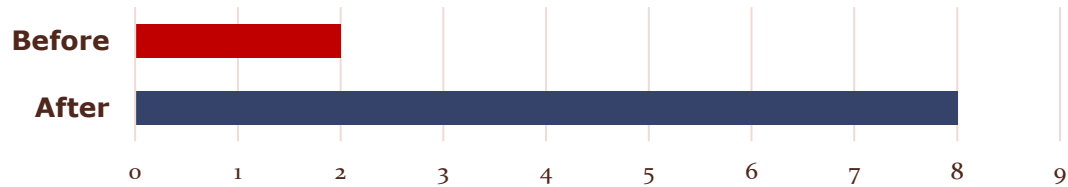
Customer Value
Lead Generation
Revenue growth
Process optimization
Team building

Tools, Templates, Techniques, Training

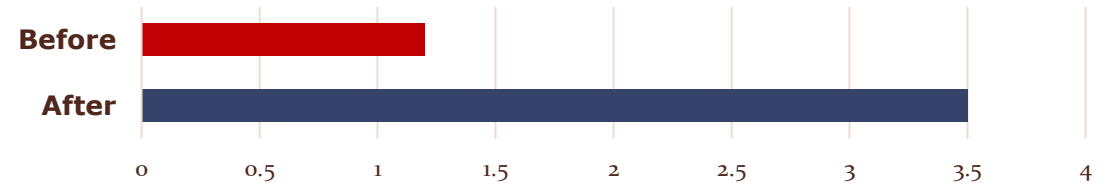
Handholding all along: Face-to-Face + Skype + Mails + Calls

Benefits started showing up from the 3rd month of the engagement

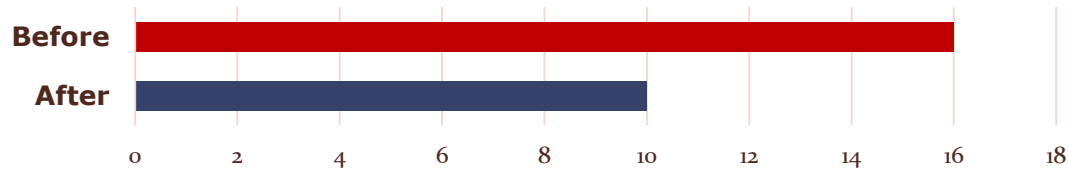
Avg. No. of Leads per week



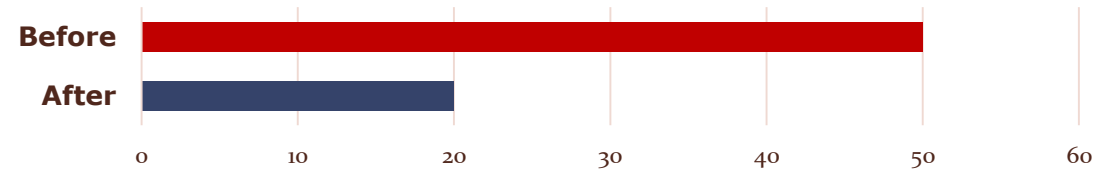
12-month Revenue (Mn INR)



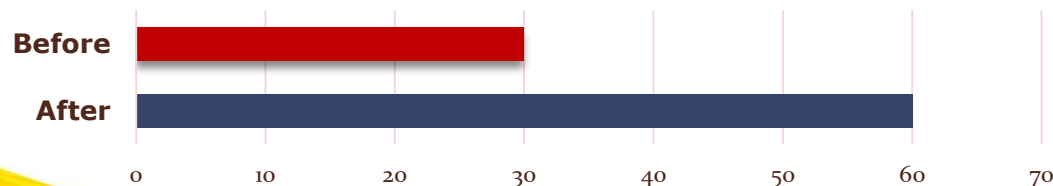
Avg. Sales cycle (weeks)



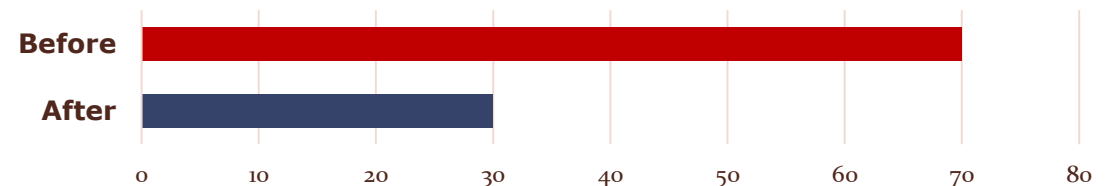
BD Cost as % of Sales

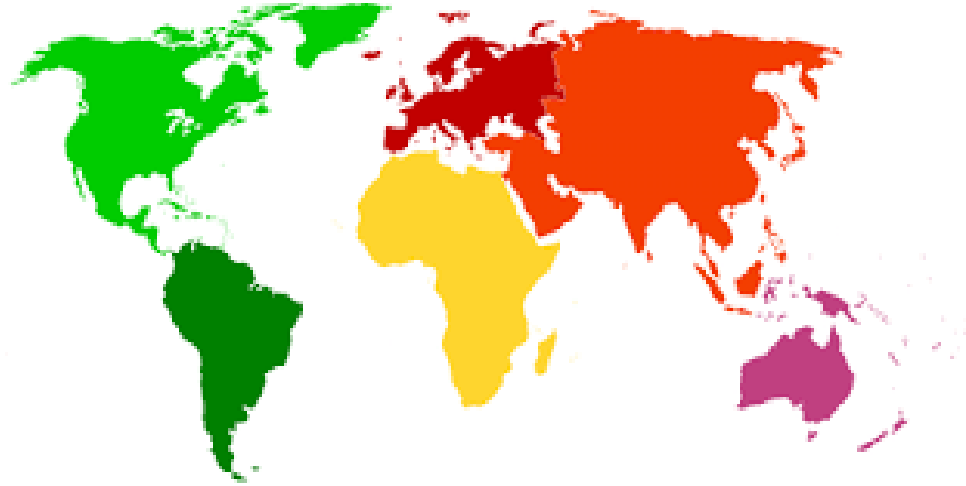


Proposal conversion (%)



Avg. Collection period (days)





Offices in New York (U.S.A.), Bangalore (India) and Stockholm (Sweden)

Contact Us

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Thank You

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