

## CASE STUDY

### Sector: Engineering Services



#### **COMPANY PROFILE**

A specialized Engineering Services company, providing high-end Design solutions and services to North America and Europe markets



#### **BACKGROUND AND PAIN POINTS**

In the middle of 2015, the CEO realized that in spite of trying various mechanisms, the company was not growing for the past 3 years. Revenue had decreased and Profit was going down. They also had lost a few good deals to their competitors. For every 10 proposals they were submitting, they were winning only 2 or 3. Sales cycle was growing longer, causing heavy pressure on the Margin. The investors were disappointed and demanding strong actions. The employee morale was very low and attrition was at a all-time high.



## BACKGROUND AND PAIN POINTS

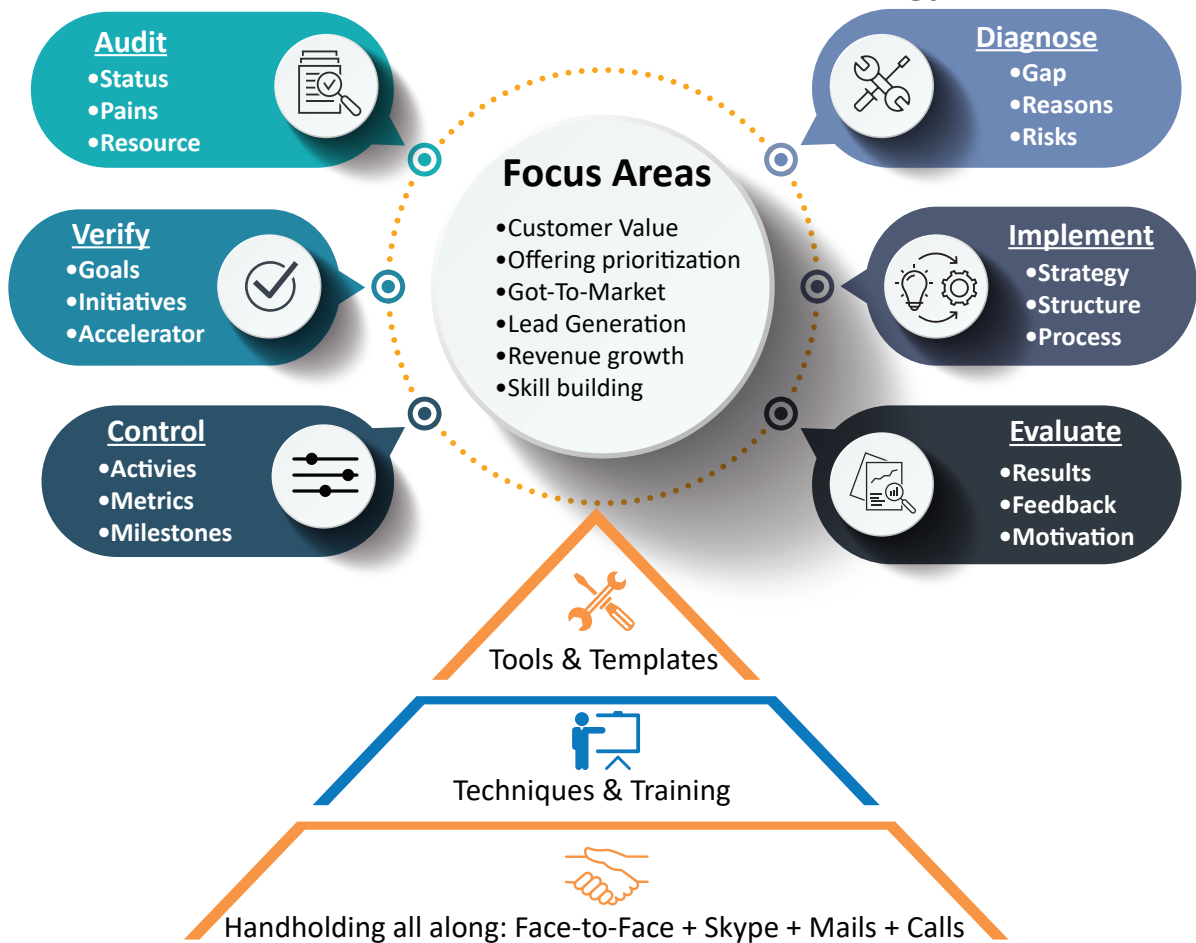
Against this backdrop, the CEO invited Bizwin to help them out. Bizwin did a thorough assessment in the first 2 weeks, diagnosed the main problems and came up with practical, time-bound solutions, leveraging its SAGE framework. Over the next 12 months, Bizwin hand-held the top management and the Sales & Marketing teams to turn around the business and achieve 30% Year-on-Year growth.



## OUR SOLUTION

GOLD CATEGORY ENGAGEMENT FOR 12 MONTHS

### SAGE Framework + ADVICE methodology





## FIRST 3 MONTHS – ACTIVITY PLAN

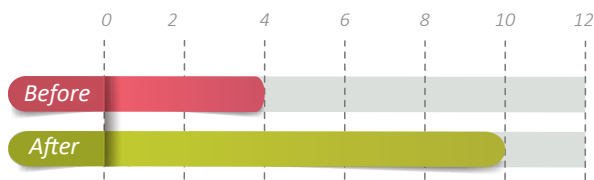
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Audit Current status, Resource, Readiness											
Diagnose Gap, Pains & Risks											
		Verify Goals & Resources									
		Expand / Rationalize Segment and Geo wise Offerings									
		Prioritization of Offerings									
		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		



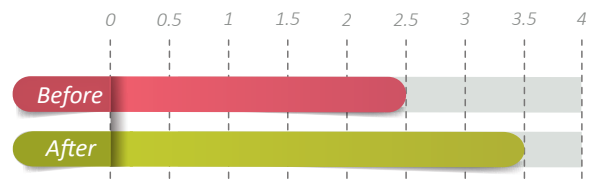
## RESULTS

Benefits which the Client got in 12 months

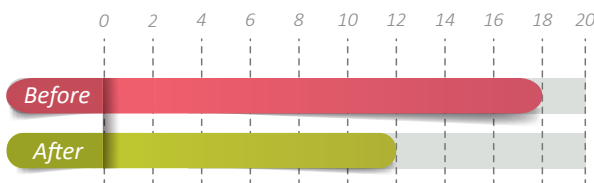
**Avg. Leads per week**



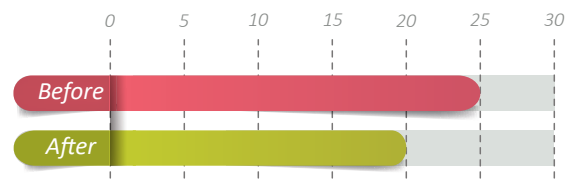
**12-month Bookings (\$ Mn)**



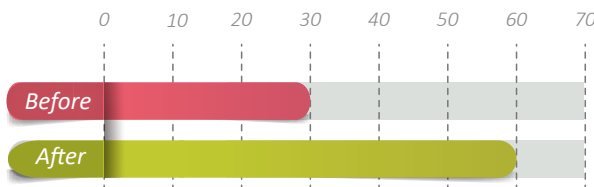
**Avg. Sales cycle (weeks)**



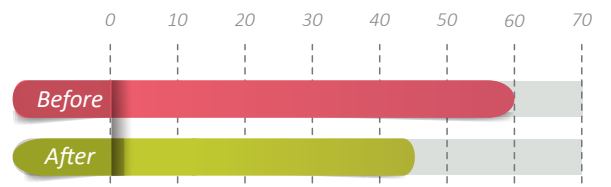
**BD Cost as % of Sales**



**Proposal conversion (%)**



**Avg. Collection period (days)**



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