



SALES TRANSFORMATION AT HEALTHCARE SOFTWARE PROVIDER

How P2WA helped the company transform its sales capability

Our client is an innovative SaaS provider in the NDIS sector, offering workforce management solutions to a growing client base. Despite its pioneering technology, the company faced revenue growth roadblocks, especially within high-value market segments

Transform. Scale. Thrive.

With Play To Win
Advisory

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Challenges

- Lack of a documented, scalable sales process.
- No standardised customer engagement or strategic targeting.
- Sales team relied heavily on inbound leads; struggled to convert high-value opportunities.
- Absence of governance, performance metrics, and onboarding tools

Approach

- Thorough sales assessment and tailored transformation roadmap.
- Developed and documented sales processes and playbooks.
- Clear market segmentation for SME, Mid-Market and Enterprise customers.
- Systematic frameworks to win high-value deals with RASCI matrix
- Established KPIs, behavioural standards, and cross-department governance.
- Built onboarding and competency models to support team growth.

Outcome

- **Sales team empowered** with actionable playbooks and structured processes.
- **Focused targeting** and value proposition for key customer segments.
- **Scalable framework** driving consistent, disciplined sales performance.
- Improved conversion of prospective leads to successful **high-value deals**.
- **Rapid onboarding** enabled for new sales hires.
- **Cultural shift** toward proactive, accountable sales operations

Testimonial

"Working with P2W was transformative. Ferzad's expertise and frameworks matured our sales operation into a structured, proactive model, unlocking new growth opportunities."

— **Client CEO**

Conclusion

Our client's sales pipeline and **win rate for high-value customers** increased immediately, with measurable uplifts in Total Customer Value (TCV). The **transformed sales organisation** now operates with confidence, equipped for aggressive growth in the SME, Mid-Market and Enterprise sectors