

Case Study

Client
WinOps

Industry
Aviation Software

Solution
Flight & Crew Management Software

Partner
Avolution – Aviation Sales Solutions

Design Partner
Marlene Kern Design



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Accelerating WinOps' Growth Through Strategic Sales Enablement & Rebranding

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Overview

WinOps, a provider of advanced flight & crew management software for aviation operators, partnered with Avolution to transform its go-to-market approach, sharpen its brand presence, and build a scalable commercial infrastructure. As a result, WinOps experienced measurable growth in sales performance and brand recognition within a competitive aviation technology market.

Challenges

WinOps faced several key challenges common in the aviation tech space:

- A fragmented go-to-market strategy
- Lack of a unified brand identity
- Inconsistent sales processes & messaging
- Limited scalability of commercial operations

WinOps partnered with Avolution to scale through strategic consulting, interim sales leadership, GTM execution and a full rebrand led by Marlene Kern Design.

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Solutions Implemented

1

Strategic Rebranding

Marlene Kern Design – Avolution's creative partner – led the full rebrand and digital setup of WinOps, including the new website & SEO.

- ✔ Created new visual identity & brand system
- ✔ Created app icons & company logo
- ✔ Designed SEO-optimized website
- ✔ Built a high-converting digital foundation

2

Tailored Go-To-Market Strategy

Avolution helped WinOps sharpen its ICP, refine GTM strategy and boost conversion across all sales motions.

- ✔ Redefined WinOps' ICP
- ✔ Aligned messaging to buyer needs
- ✔ Set new goals from sales metrics
- ✔ Targeted tactics improved conversion

3

Commercial Infrastructure Design

Avolution laid the operational foundation for scalable growth at WinOps by streamlining tools, processes, and reporting.

- ✔ Implemented CRM & sales automation
- ✔ Rolled out new tools for scale & efficiency
- ✔ Established qualification frameworks
- ✔ Built KPI-driven dashboards & reporting

4

Sales Enablement & Execution

Avolution aligned sales enablement with strategy and delivered hands-on support to improve outreach and conversion.

- ✔ Interim leadership filled key sales gaps
- ✔ Coaching upgraded team performance
- ✔ Supported lead gen & conversion
- ✔ Created goal-aligned materials

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Results for WinOps

Substantial business impact

The collaboration between WinOps and Avolution led to results in brand, sales and GTM execution:

- Achieved significant revenue growth through consistent branding and a value-driven go-to-market strategy.
- Increased average deal size by refining market positioning and clearly communicating value propositions.
- Improved win rates by optimizing the sales qualification process and enhancing proposal effectiveness.
- Shortened the sales cycle by aligning messaging more closely with buyer readiness and decision-making stages.



Client Testimonial

Partnering with Avolution transformed our commercial operations. Their strategic guidance, combined with the creative expertise of Marlene Kern Design, gave us the structure, clarity, and momentum we needed to grow. We now have a scalable system in place and are seeing real and measurable results.

Michael Anklin – CEO, WinOps

Why Avolution?

Avolution empowers aviation software companies and operators to increase revenue and achieve sustainable growth. This is achieved through tailored go-to-market strategy, targeted business development, and expert consulting.

You gain a sales process that's clearly structured, tech-supported, and built to perform. Sales tactics are aligned with your ideal customer profile, value proposition, and buyer personas – so every step supports conversion and long-term growth.

Start Now

Avolution Sales Solutions
Grow Your Aviation Software Company

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Through Strategic Sales
Enablement & Rebranding**



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