

Success Vitamin Helps Businesses Remove Revenue Friction With Revenue Flywheel Framework



kolkata, West bengal Oct 1, 2026 ([Issuewire.com](https://www.issuewire.com)) - With revenue often slowing across the business, from pipeline generation to conversion, expansion and renewal, sales teams can struggle to address the root causes. Through its sales advisory services, Success Vitamin examines how the Revenue Flywheel Framework can diagnose what drives growth and what holds it back.

The framework treats revenue as an intricately connected system rather than a linear sales pipeline. It connects and tracks eight stages: demand generation; qualification; discovery and engagement; proposal and negotiation; close and win; onboard and activate; expand and renew; and advocate and refer.

At every stage, the framework identifies force and friction. Force relates to the actions and decisions that move the organisation's sales process forward. Friction includes weak qualification, unclear value, slow approvals, poor handovers, delayed activity or follow-up, and lack of motivation. These issues cause revenue to stall or stop.

Pritha Dubey, Founder of Success Vitamin, states, "We don't believe every sales problem needs more salespeople, more [sales training](#) or more technology. Sometimes the problem is simply that nobody has diagnosed where revenue is getting stuck."

This diagnosis prevents organisations and sales teams from treating every growth problem as a lead-generation or training issue. Whether the team needs stronger sales skills, a clearer process, better hiring, [fractional sales management](#) or hands-on consulting, Success Vitamin first identifies what is holding growth back, then recommends an intervention that can deliver a visible outcome.

Rajiv Mathur, Founder and Executive Chairman of Critical Care Unified Pvt. Ltd., supports the approach, saying, “What sets Success Vitamin apart is their unique, three-step methodology: in-depth need analysis, designing tailored solutions, and delivering highly effective, relatable training sessions. Their delivery was nothing short of excellent, with a well-structured process and unique methodologies perfectly aligned with our requirements.”

Another client, startup founder Amit Raghav, says, “Success Vitamin’s Fractional Consultants have been exceptional right from our initial meetings. Their incomparable quality of assessing the gaps in our [corporate sales training](#) process has helped our company scale while keeping our essence. Their involvement doesn’t just stop at strategy; they have also helped us with team building, sales team training and the hiring process.”

The model brings marketing, sales, delivery and customer success into one shared commercial view, creating a stronger and more practical approach.

“A single training session cannot fix a revenue engine broken in several places,” says Pritha Dubey, Founder of Success Vitamin. “The Revenue Flywheel finds the friction, shows where force is needed and helps momentum compound. This is not about working harder. It is about designing revenue to work with purpose.”

About Success Vitamin

Success Vitamin is a trusted Indian [sales advisory firm](#) helping businesses build dependable revenue systems and high-performing sales teams. Founded by internationally renowned sales expert Pritha Dubey, the firm offers fractional sales consulting, corporate sales training, sales hiring and sales coaching. Success Vitamin is known for turning sales challenges into practical, measurable actions and significant revenue growth. The firm’s approach centres on a defined business problem, a focused intervention and a clear measure of progress.

Organisations can engage Success Vitamin for a Revenue Flywheel diagnosis and a focused action plan. Visit thesuccessvitamin.com or email info@thesuccessvitamin.com to discuss your organisation’s revenue goals.



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