

About BD Diagnostics

The Business Development (BD) Diagnostics Solution provides organizations an accurate assessment of their Strengths and weaknesses in the BD process. Using the BD Diagnostic solution, organizations can invest in the right process, tools and people capabilities to convert more Proposals into Wins.

The Challenge

Does your organization face one or many of the following challenges :

- You are losing opportunities in the market but do not know why ?
- You are winning opportunities in the market but want to win more but don't know how ?
- You are unable to put your finger on the problems faced in the Business Development cycle.
- You get conflicting and confusing inputs from Sales, Pre Sales and Sales support people.
- You want every Bid to be a 'World Class' proposal but do not know whether your current Business Development organization can deliver them.

Key Features

- 70 parameters for evaluation
- Web based
- Based on APMP and BD-CMM framework

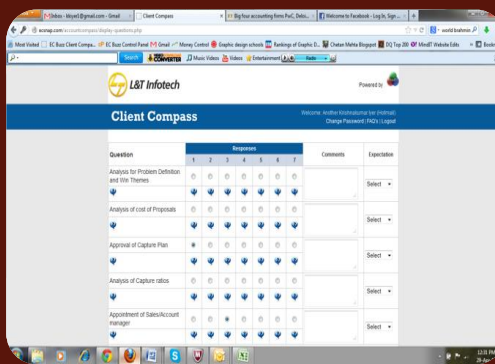
BD Diagnostic Features

The BD Diagnostic Solution examines the Business Development process end-to-end on the basis of 70+ parameters. The parameters include all phases of the Capture to Contract cycle. The BD Diagnostic captures a 360 degree input from your organization stakeholders to provide a balanced assessment.

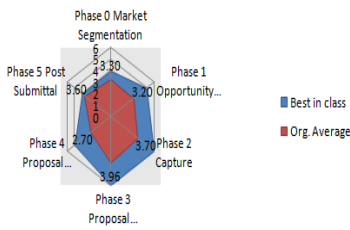
The BD Diagnostics Solution follows the below steps :

- A Web based questionnaire is sent to identified participants
- Responses from participants are obtained
- Responses to the questions are analysed
- Key findings are presented.
- Post finding action plans are presented

The questions use the internationally acclaimed BD framework of BD-CMM (www.bd-institute.org) and the Association of Proposal Management Professionals (www.apmp.org) framework.



Phase wise Organization Average



Who should be involved ?

The following roles need to be involved

- Sales Managers and Representatives
- Account Managers
- Sales and Account Management Heads
- Capture Managers
- Bid Management
- Bid Support
- Delivery or Service professionals involved in Bids
- Key members of Corporate support staff involved in the BD cycle.

What BD Diagnostics will tell you ?

The BD Diagnostics will highlight

- Areas where your organization is doing well in the BD cycle
- Areas of weakness
- Phase wise strengths and weaknesses

Using the results of the diagnostics, organizations can plan their strategy to enhance the capabilities of the BD organization and win more in the marketplace.

MindIT has solutions in building process and people capabilities for your BD organizations.

About MindIT

MindIT Business Development (BD) solution provides a range of solutions in the entire Capture to Contract process for your organization. Solutions offered are BD Diagnostics, Bid Process solutions and Bid management.

MindIT also provides Training solutions in the above areas and has a successful track record with clients such as Capgemini, Hexaware, Zensar.

Have questions or require more information ?

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