

About BD Solutions & Services

MindIT's BD Solutions and Services covers the Capture to Contract process of the Business Development process. The Solutions and Services involve diagnostic, process best practices and templates, and people capabilities.

Why do some organizations win more ?

Successful wins in the marketplace is a combination of intimate client relationships and solutions which create a business impact.

Studies by the Association of Proposal Management Proposals (www.apmp.org) show that Leaders spend upto 40% of their BD spend in the Pre Proposal Phases whereas reactive organizations spend only 20%.

The complaints in the corridors....

Most Sales functions complaints revolve around the quality of the Bid. On the other hand, the Pre Sale team's biggest complaint ranges from lack of information on the client Business and Technical issues to short Bid times. End result – A Bid (many a times) looks like a sophisticated 'cut and paste' job !

The road ahead.....

Every organization wants to improve its Win and Capture ratios and make effective use of its investment in the Business Development function.

The Capture to Contract processes need to be both effective and efficient to be able to support Sales in pursuing the right opportunities and right response to these opportunities.

In B2B sales and in markets where there is very little distinction between players, the organization which has understood the 'client pain and gain' points well wins the most.

How does MindIT's Solutions and Services help ?

MindIT has 3 offerings :

BD Diagnostics :

The BD Diagnostics will highlight

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

Bid Diagnostics



Key Features

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

Capture to Contract Process Solutions



- Process best practices
- Tools & Templates
- Managing the content through process
- Process and metrics

Bid Management



- Manage the Bid Life cycles
- Drive the strategy and operations for a Winning response
- Facilitate the crafting of the right solution
- Production of Bid with graphics and creative visuals

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.

Capture to Contract Process solutions :

The process solution has three steps :

- Assess process and capability gaps using BD Diagnostic solution
- Implement best in class processes with a rich library of tools, templates and tricks. APMP (www.apmp.org) framework will be tuned specific to your organization.
- Raise people capability through training and Coaching.

Bid Management :

MindIT's Principals will collaborate with your team to :

- Strategize and Plan for building a Winning Bid response.
- Facilitate the various Bid reviews
- Facilitate the Price to Win strategy
- Daily team management
- Support the team for Bid defense.

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's principals with decades of experience collaborate with your team to create the right business impact.

MindIT has established a successful track record of providing Training solutions with clients such as Capgemini, Hexaware, Zensar.

Have questions or require more information ?

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