

WIN EVERY OPPORTUNITY!



# World Class Proposals

a master class

11<sup>th</sup> and 12<sup>th</sup>  
DEC 2015  
PUNE city

**The Workshop** – Winning every opportunity is a goal for every company. In a competitive environment, complex client requirements and your own organization challenges for resources it ends up becoming a game of chance. Putting together a winning response to every opportunity involves the right blend of **Science and Art** and today there is a lot of experience and expertise available to help you learn and apply it in your organization.

Max  
**20**  
seats

What will be covered?	Approach to the master class	Who will benefit?
<ul style="list-style-type: none"> <li>Analysing Client issues</li> <li>Crafting the right solution</li> <li>Writing compelling Executive Summaries</li> <li>Pricing to Win</li> <li>Writing persuasive content</li> <li>Making your Proposal look <b>appealing</b> through Graphic and Visual Design</li> </ul>	<ul style="list-style-type: none"> <li>Hands on workshop (&gt;70%)</li> <li>Work in teams (real life)</li> <li>Wear a <b>client hat</b> and evaluate proposals</li> <li>Prepare your own Proposal and <b>defend</b> it !</li> <li>Lots of takeaways (templates, tips, guidelines)</li> <li>Industry best practices on a platter</li> <li><b>Prize</b> for Winning Team</li> </ul>	<ul style="list-style-type: none"> <li>Founders of Startups</li> <li>Sales/Account Managers</li> <li>Bid Managers/Coordinators</li> <li>Solution Architects</li> <li>Technical Architects</li> <li>Business Analysts</li> <li>Delivery/Project Managers</li> <li>Anybody wanting to make a career in Pre Sales</li> </ul>

“ MindIT’s Pre Sales program provided good concept to our presales professionals to participate in the Bidding process. The technique to **break down** any RFP into manageable components was especially well received.

**Akshay Bochia** – Vice President, Head RM, HexaVarsity and Global Bid Management  
**Hexaware Technologies**

“ Xoriant’s strategy in setting up of the Pre Sales function to help us win large and more complex business is in line with our goals. MindIT’s workshop delivered a high quality interactive program and today we have a pool of people more than enthusiastic to contribute towards more wins for Xoriant.

**Bala Ramdas** – Chief Operating Officer (COO)  
**Xoriant**

## Participant Lessons Learnt

- IDENTIFY and do not invest time in non-serious bids, **RE-USE** proposals up to 70 to 80%.
- It is about the **SOLUTION...** not about you.
- Lay high degree of **IMPORTANTCE** on executive summary, customize it for every proposal.
- MECE** Technique – simply awesome!
- A **GOOD BID** can make up for shortfalls in relationship

## Clients

- Capgemini
- Tech Mahindra
- Hexaware
- Zensar

... and more

Trained  
**500+**  
people



### Workshop Lead

**Krishnakumar (KK)** comes with 28+ years of deep IT experience across India, USA, Australia and Singapore. He has worked with world class organizations like IBM, PriceWaterhouse Coopers, Siemens and Mastek. KK has performed in a wide spectrum of roles from large Client Account Management, Consulting, Technology Lead, Pre Sales and Organization Process Head. KK has led many large ERP and Outsourcing deals. KK is **Certified at Practitioner level** with the Association of Proposal Management Professionals ([www.apmp.org](http://www.apmp.org)). KK is also a contributing author to APMP’s Body of Knowledge (BOK).

# REGISTRATION FORM

Organization Name : \_\_\_\_\_

Participant Name : \_\_\_\_\_

Mobile Number : \_\_\_\_\_

Email Address: \_\_\_\_\_

## WORKSHOP FEES

Workshop Fees	Amount per participant	Terms and Conditions
Regular	Rs. 17,800	Subject to availability of seat
Early Bird	Rs. 15,800	Payment on or before <b>2.Dec.2015 6:00pm</b>
Multiple participant fees	Rs. 15,800	Minimum 3 and maximum 5 from the same organization

Introductory  
Price  
Offer

## PAYMENT OPTIONS

### 1. Cheque/Demand Draft

- All cheques/DD in favour of :  
**MindIT Learning Pvt. Ltd.**
- Send cheques/DD to :  
MindIT Learning Pvt. Ltd.  
D2, Clover Highlands  
Pisoli Road, Kondhwa-Khurd  
Pune – 411048

### 2. Electronic Fund Transfer

- Account Name : **MindIT Learning Pvt. Ltd.**
- Bank Name : HDFC Bank
- Current Account No. : **01042560004938**
- RTGS/NEFT IFSC : HDFC0000104
- Bank Branch : Oswal Bandhu Samaj Building  
Shankarseth Road  
Pune – 411042

### 3. Pay Online using Credit/Debit cards :

<https://in.explara.com/e/world-class-proposals--a-master-class>

## CANCELLATIONS

1. Cancellation is allowed under the following terms and conditions :
  - a. Cancellation on or before 3.Dec.2015 6:00pm will incur a fee of **Rs. 3,000 per participant**
  - b. Cancellations after 3.Dec.2015 6:00pm will incur a fee of 50% of the fees paid.
2. MindIT will do its utmost to deliver the workshop on the given dates, but due to any unforeseen circumstances if the program is cancelled, the entire fee paid will be refunded.

## VENUE

The venue for the event shall be a reputed 5-Star hotel in Pune to be announced soon.

## CONTACT INFORMATION

Email : [info@mindit.co.in](mailto:info@mindit.co.in)  
Phone : +91 9970621342  
Website : [www.mindit.co.in](http://www.mindit.co.in)