

WIN EVERY OPPORTUNITY!



# World Class Proposals

a master class

2-day workshop

**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.

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>B2B companies where Proposals are a critical part of the Sale</li> <li>Pre Sales specialists</li> <li>IT/ITeS companies</li> <li>Engineering, Projects &amp; Constructions companies</li> <li>Infrastructure companies</li> <li>B2G companies responding to Tenders/RFPs</li> </ul>

“Our staff having attended MindIT’s workshop on ‘World Class Proposals – A Master Class’ came back with ready to use templates, guidelines and much more. The staff acquired the end-to-end skills to translate it to actions on the ground and we could immediately see the positive impact it had on our proposals going forward. **Highly impactful and recommended !**”

**Ramprasad, CEO,**  
*Xpanxion (UST Global Group), India.*

“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 **IMPORTANCE** 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
- Kalpataru Transmission
- ... and more

Trained **700+** 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 a member of the Board with Association of Proposal Management Professionals ([www.apmp.org](http://www.apmp.org)). KK is Certified at Practitioner level and is also a contributing author to APMP’s Body of Knowledge (BOK) and the APMP Journal. LinkedIn profile :