

WIN EVERY OPPORTUNITY!



World Class Proposals

Solutioneering

3 day workshop

The Challenge – Conceptualizing the right solution is not only the responsibility of every Bid/Proposal team but is the single biggest contributor to Winning every opportunity. Given that every RFP (or equally a proactive proposal) has no predefined structure, proposal teams struggle to develop an understanding of the opportunity. A lack of Solutioneering framework then ensures that there is no consistent proposal output and is left to the ‘heroics’ of individual Solution specialists. This is further compounded by a ‘virtual’ team and a variety of ‘interested but not responsible’ set of stakeholders who need to be satisfied.

The ‘Solutioneering’ workshop brings **engineering discipline** to every opportunity (independent of size) and will enable Proposal teams to propose the best solution and raise the probability of winning the opportunity

What will be covered?

- Understand your Client
- Develop your Differentiators
- Solution Development Framework
- Review, Verify & Validate Solution
- Collaborative & Iterative Solution Development
- Proactively manage Proposal Content

Approach to workshop

- Hands on workshop (>70%)
- Work in teams (real life)
- Use a client provided RFP or an industry agnostic RFP
- Analyse, present and Defend
- Use post-it notes and worksheets for brainstorming (avoid technology !)
- Prize for Winning Team

Who will benefit?

- Pre Sales specialists
- Solution Specialists
- Bid Managers
- Sales
- Project Managers
- Service/Delivery Managers
- Business Analysts

“Our objective of getting our Pre Sales teams to develop significant **thinking-doing** skills was fully met through the workshop on ‘World Class Proposals – Solutioneering’ conducted by MindIT. The interactive sessions and more importantly the variety of techniques, templates and processes provided by MindIT should equip our teams to win even more opportunities. **Highly impactful workshop !**”

Sandeep Arora

SVP and Head-Consulting & Advisory Practice
Datamatics Global Services Limited

Participant feedback

- Delivering proposals to perfection !
- It is easy to learn proposal writing, follow MindIT's structure
- Structure your Success
- Proposal writing workshop has quite an effective framework to come up with Winning solution
- Proposed framing of Proposal well delivered

Trained
600+
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 on the **Board of Directors of APMP** (www.apmp.org), besides being a Certified Practitioner. KK is also a contributing author to APMP's Body of Knowledge (BOK) and the APMP Journal.