

WIN EVERY OPPORTUNITY!



# World Class Proposals

## Developing a Win Strategy

1-day workshop

The desire to **Win Every Opportunity** is a universal aspiration. This aspiration is fraught with challenges due to the complexity and the multiple stakeholders involved during the Proposal Process. Yet this is an unstated expectation of Proposal teams. The challenge in front of Proposal teams is develop a Win Strategy for every opportunity in a structured manner. The Strategy needs to take into account Client intelligence, the expectations stated in the RFP and the organization’s capabilities.

### What will be covered?

- Understanding the Client Context
- Developing a Hypothesis using proven techniques
- Incorporating Client Intelligence
- Developing list of your Organization capabilities
- Develop your differentiators uniquely
- Using the technique for gaining acceptance with stakeholders (Management, Delivery, Sales)

### 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
- Delivery Managers
- Sales

“Developing a Winning Strategy for every proposal on a consistent basis and using a structured approach is a challenge. MindIT’s hands on workshop helped us build this capability using a case study. The workshop clearly demonstrated that a structured technique can be applied to develop a Winning Strategy to every RFP, irrespective of size, complexity or domain. Our team members ranging from junior Bid Professionals to senior Bid Directors benefited significantly from the workshop. **Well done MindIT !**”

**Akshay Dev**, Bid Management Head, Application Services, **Europe, Capgemini**

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, Global Bid Management, **Hexaware Technologies**

**Capgemini**  
**Tech Mahindra**  
**Hexaware**  
**Zensar**  
**Kalpataru**  
**Transmission**  
.....and more

Trained **800+** 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) and the APMP Journal.