



# Proposal Shared Services

World Class  
Proposals at  
1/3<sup>rd</sup> the cost

## Does your Organization have the following characteristics :

- Proposals are a critical part of the Sale
- Proposals appear more like 'Quotations'
- Limited to no Graphics & Visual Design (i.e. highly text oriented)
- Proposal talks more about the Provider capabilities as opposed to the Solution and/or the issues of the Client
- No dedicated Proposal resources (Founder driven)
- Standard/boilerplate content non-existent
- 'Copy and Paste' from previous proposals
- Largely Proactive proposals (very few responses to an RFP)

If yes on at least 2 of the above characteristics then the proposition of Proposals as a Shared Service might be the right solution for you.

## The PROPOSITION – World Class Proposals as a Shared Service

MindIT's proposition is to help clients **Win Every Opportunity** through a Shared Services model.

MindIT has a team of Proposal Specialists and Graphic & Visual Design capabilities which will be shared across a number of clients.

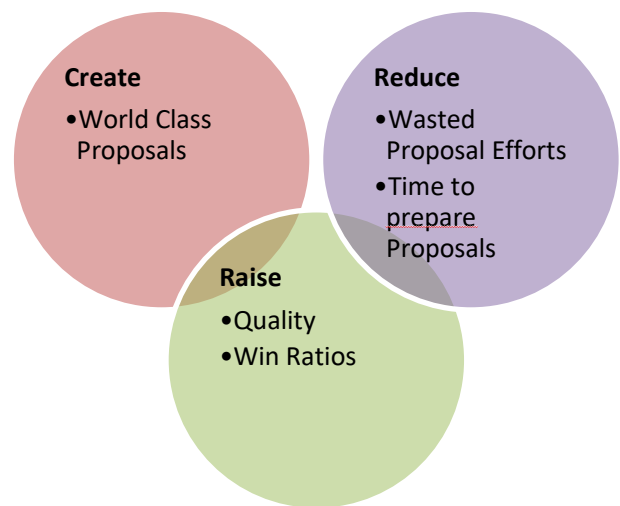
The team will work closely with each client to deliver the following outcomes :

- Prepare proposals which are **client focused**
- Proposals that are **exhaustive** in content
- Convey a strong **value proposition**
- Presented with a strong **visual appeal**

Clients can sign up for this service using either of the following models (more details available)

- Dedicated Service
- Pay-as-you Go service

MindIT has proven credentials working in the Proposal space with clients ranging from MNCs to organizations in growth stages.



"C2L Biz as part of its rapid growth phase wanted to raise the quality of its Proposal response. MindIT did a great job in working with our Solutioning team, integrating the unique Solution content and boiler plate content. Combined with graphics and visual design the proposal quality has been raised by a few notches and should contribute significantly to our growth in business. **Awesome !**"

*Mangesh Vaitla,  
Founder & Director  
C2L Biz Solutions*