



Process Consulting

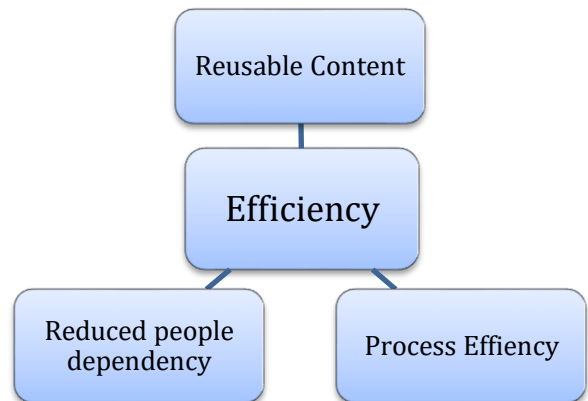
Transform your Proposal Function

Winning opportunities in a complex B2B world requires the right client intelligence, right resources and a process that strings it all together efficiently and effectively to convert every Opportunity into a Win.

Challenges – Organizations are challenged not because they lack a process but more due to the fact that every individual brings his/her own process to the table leading to repetition, focus on response as opposed to Winning.

MindIT’s process Consulting looks at the Proposal Function through a variety of lens and helps transform it into a function that delivers on both Effectiveness and Efficiency. MindIT’s process consulting examines the Pre Sales and Proposal function from a variety of dimensions illustrated below :

Process	People	Content	Graphics & Visual Design
<ul style="list-style-type: none"> •Sales Strategy •Opportunity management •Win Strategy •Developing proposal content •Proposal Reviews •Solutioneering •Adoption of APMP best practices •Tools/templates/guidelines 	<ul style="list-style-type: none"> •Roles involved in Proposal •Current competency •Skills gap and training assessment 	<ul style="list-style-type: none"> •Content inventory •Readiness with respect to Proposals •Content management •Content update, refresh and archive process •Content management tool usage 	<ul style="list-style-type: none"> •Uniqueness •Graphics themes applied •Presentation •'Less is more' •Readability



“Our organization had an aggressive target of doubling its winning ratio within twelve months by pursuing large public sector RFPs. **MindIT designed the processes**, trained our Solutions team in putting together winning solutions and designed the processes for our content. All of these has put us on the right track to achieve our goals.”

*President, International Government & Public Sector (IGPS)
A mid-tier IT Services company*