

The client is a rapidly growing **Insurance Industry focused leading IT solution provider** having range of innovative and state of the art solutions. The organization's products complements Insurers existing investments in core systems and aids in true distribution transformation.

BUSINESS NEED

- **Higher** volume of proposals
- **Bigger** ticket opportunities including large regional opportunities
- Landscape involved **competing** against global MNC players

CHALLENGES

- **Degradation** in quality of proposals
- Managing **multiple** proposals at the same time
- **Rigor** and attention to **detail** became issues
- Proposals **looked** more 'brochure like' than client centric
- Solutioning **quality** suffered


ENABLED SOLUTION

- **Designed** the Opportunity to Contract process
- **Trained** Sales, Solution Architects and Product Specialists on the Process
- Proposal Specialist **inducted** to work closely with Sales and the Pre Sales team to drive Winning Strategy and Proposal preparation
- **Established** a Solution Framework for Pre Sales team to develop solutions using a structured methodology
- **Established** strong Review processes during early, mid and final stages of the Proposal
- **Created** a Content Management engine to bring in high levels of Efficiency in the Proposal process


IMPACT AND BENEFITS

- **More Wins!**
- **High Sales Satisfaction** feedback
- **Reduced** 'burning the Midnight Oil' to practically Zero !
- **>80% adherence** to process


DELIVERED SERVICES

- Bid Management
- Proposal Development
- Graphic and Visual Design
- Content Management

25+

PROPOSALS SUBMITTED
20+

ARTEFACTS TRANSFORMED
7.5

SALES SATISFACTION FEEDBACK RATING
7

MEMBER SALES TEAM SUPPORTED


C2L Biz in its aggressive growth trajectory was challenged in putting together World Class Proposal responses for its international clients and prospects. C2L Biz after a thorough evaluation of MindIT, engaged MindIT to setup our Proposal centre and services which included training/coaching our People, bringing the right Processes, transforming the boilerplate Content and integrating Graphics and Visual design into all our Proposals. MindIT collaborates with all the functions in our organization like Sales, Marketing, Delivery et al to deliver World Class Proposals. Simply put, the results have been outstanding as it has converted into more Wins for C2L Biz.



Vijay Chavan, Co-Founder and Executive Director
C2L Biz Solutions Pvt. Ltd.