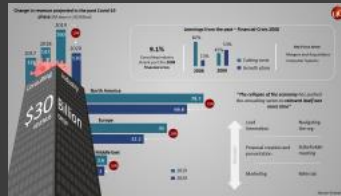
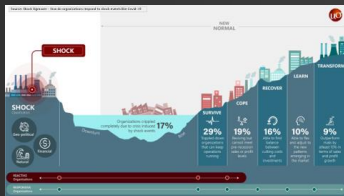


A black and white photograph of a modern office building's upper floor. Large windows offer a panoramic view of a city skyline under a cloudy sky. Silhouettes of three people are visible in the foreground, looking out the windows. A white horizontal band across the middle of the image contains the text 'BUSINESS DEVELOPMENT' in a bold, sans-serif font.

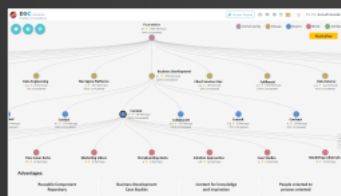
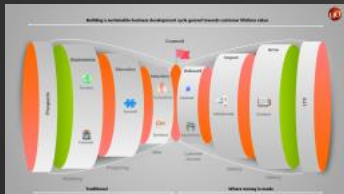
BUSINESS DEVELOPMENT

Agenda Board

Research



Business Development



Ecosystem Corner

Leveraging the ecosystem

Pradeep Singh, BU Head
"To achieve a goal of 1 million, you should build a pipeline for 4 million. Your have to build a strategy for 4 million. Taking out the uncertainty and things out of our control, you will have a good chance to meet your target. Persistence is key"

Chaitanya TIK, Apprentice Leader
*"Effort estimation is the key to Business Development. The mantra is 20% - Completely new connects, rest 80% - Focus on organic growth
 Effort vs gains paradigm - Efforts have to go in at each level of business development pipeline"*

Rishi Kumar, Apprentice Leader
"Involve leadership and strategize for every new meeting. Awareness is key in Intro meetings. Leveraging stakeholder intel to contextualize and build conversations will help in getting the second meeting. Position our accelerators like BoC in all proposals. It will help show value earlier in an engagement"

Leveraging the ecosystem

Ashish Bishnoi, Apprentice Leader
"Nurturing relations will pay off in the long run. To sell a kitchen you need to go top down. But doing quality research at bottom up level will help us better understand the current process, challenges and scope at granular level. It is a tradeoff between time, context and decision making power, but an important step in understanding the details and customizations needed in Kitchen design to convince the decision maker"

Siddharth D., Apprentice Leader
"Try to build the feedback loop within the org. Make your clients win! Build marketing collateral like video of the engagement, storyboarding deck that the clients can use internally. Workshops are key in meeting new people, doing a better current state assessment and increasing consumption through collaboration."

Karthik S., Apprentice Leader
"BD strategies depend on the analytical maturity of the organization. Lot of times it depends on how we set up an engagement. Leadership connects at important moments in the engagement timeline has proven to be successful. Especially in times like these where we are looking to build kitchens. Customer champion mapping is something we do really well in THD."

Example

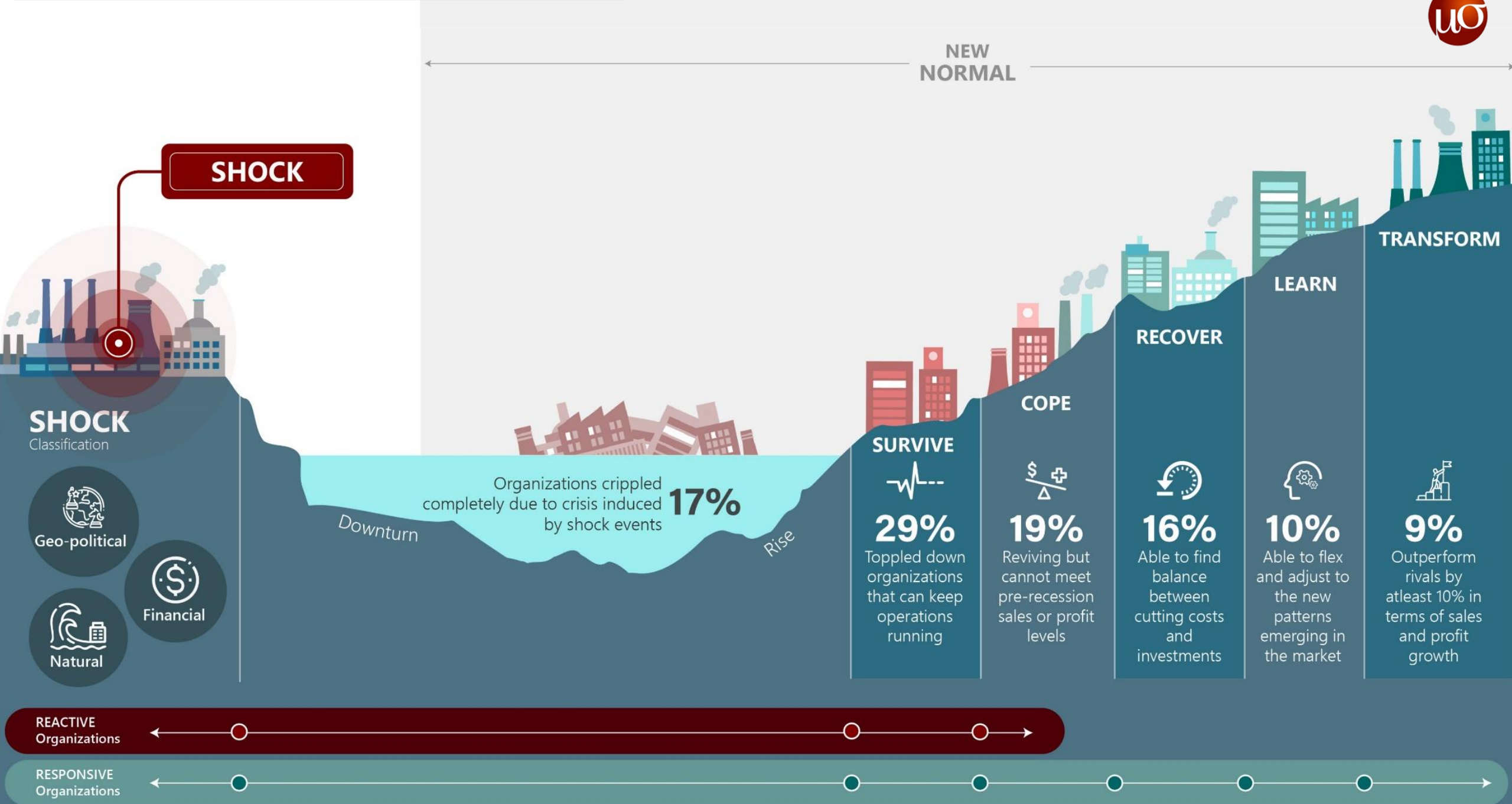




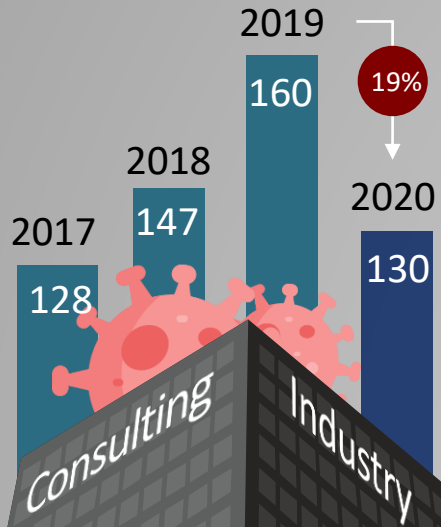
COVID-19

RESEARCH

CURRENT STATE



Change in revenue projected in the post Covid-19 phase (All data in US\$ Billion)

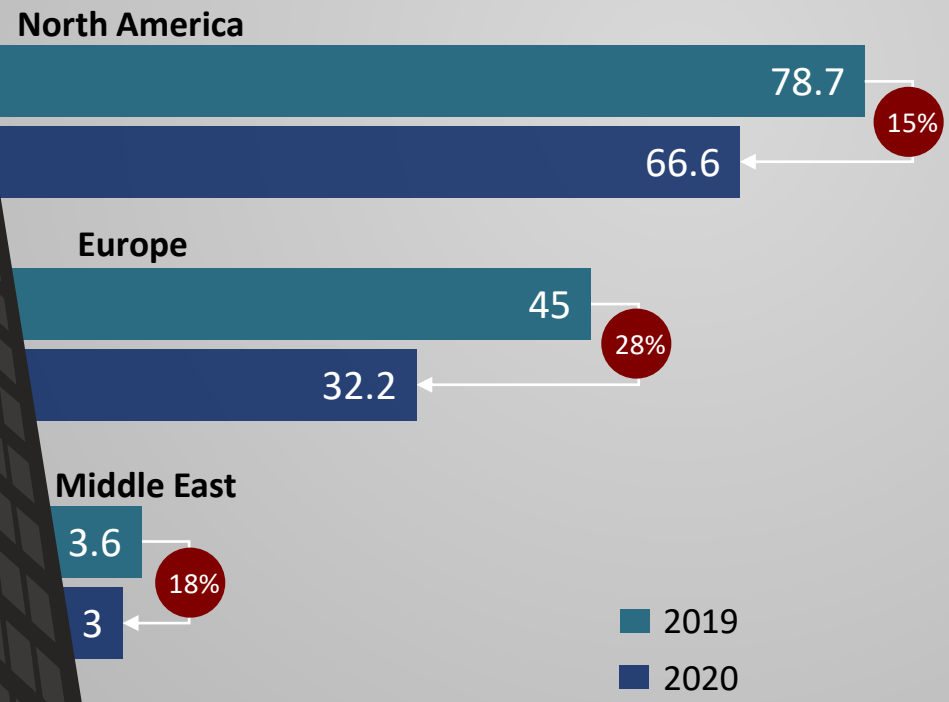


Learnings from the past – Financial Crisis 2008

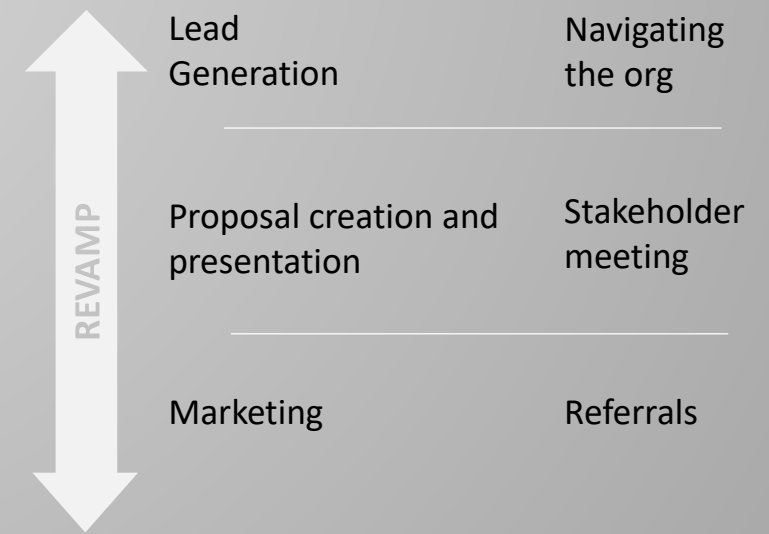
9.1%
Consulting industry shrank post the 2008 financial crisis

Year	Cutting costs (%)	Growth plans (%)
2008	87%	13%
2009	47%	53%

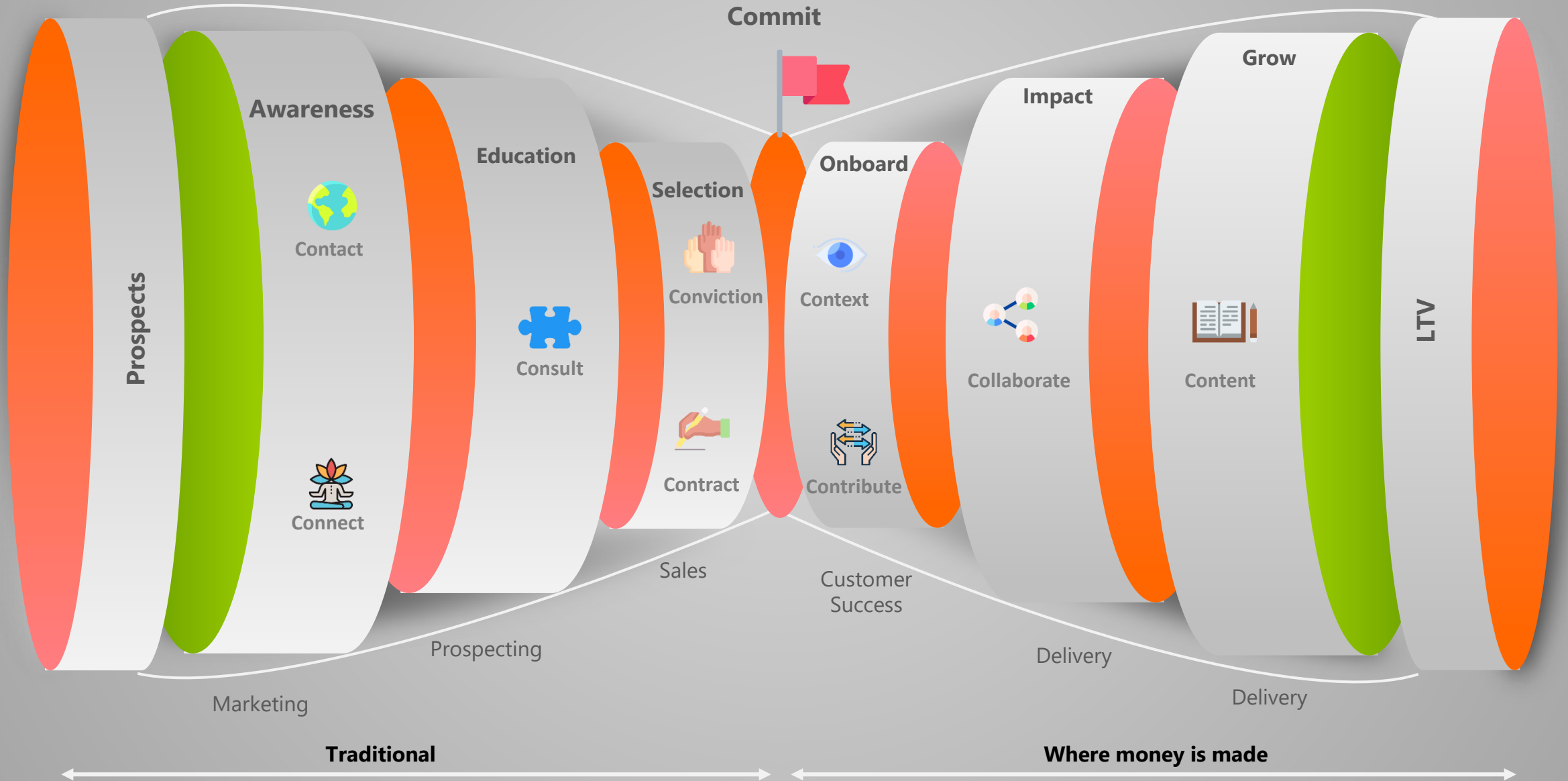
Key Focus Areas
Mergers and Acquisitions
Computer Systems



*“The collapse of the economy has pushed the consulting sector to **reinvent itself one more time**”*



Building a sustainable business development cycle geared towards customer lifetime value



01 Contact

As a business, the artistry lies in leveraging the social space to identify the people who wish to buy from you

02 Connect

There is a lot of noise out there and people are busy. You must make the most of your opportunities to ensure that you are always there when your buyer needs you

03 Consult

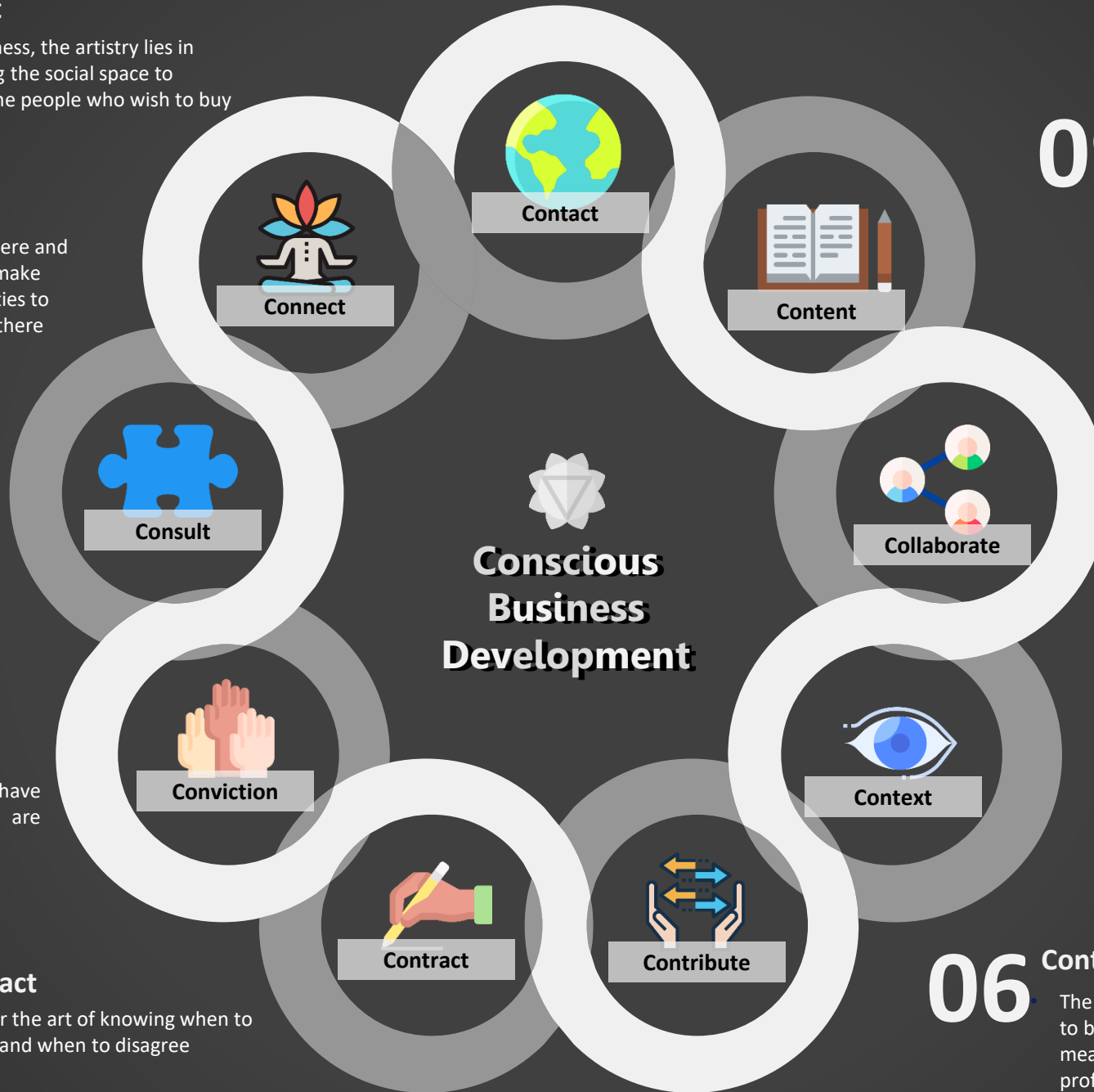
Consulting is not a mere Q&A process. It has to have the ability to clear out clutters through logical reasoning

04 Conviction

To convince someone, you have to believe in what you are offering

05 Contract

Master the art of knowing when to agree and when to disagree



09 Content

Excelling at storytelling will enable you to get the attention of buyers. Then comes the importance of distributing that story into different channels using value-based messaging

08 Collaborate

Customers need to be an integral part of problem solving in itself. It is an essential learning curve for all

07 Context

The context you instill has to be based on your thorough knowledge and understanding

06 Contribute

The subtext of contribution has to be purposeful and meaningful, not limited by profits, money, or stakeholders

"Where Theory meets practice"



Contact

- Lead Mining Document
- Contact plan
- Org Chart
- Qualification of Leads



Connect

- Pain Point identification
- Contextualized Mails
- PoVs
- Company Intel
- Procurement meeting document



Consult

- Problem Scoping template
- Data Requirement Document
- Business Requirement Document
- PoVs / Surveys
- Case Studies



Conviction

- CXO ready folks
- Case study preparation
- AOPS

Current State



Information available in pockets (Account specific process)



Need for a collaboration meeting to enable cross BU learning



WFH has made it harder to network outside account



Contract

- Contractual documents
- SoW
- MSA
- NDA
- Effort estimation



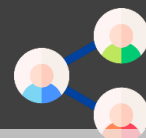
Contribute

- LUE
- Selling of kitchens, workshops, etc.
- MSU for grads



Context

- Stakeholder intel
- Account empathy map
- Account research template
- Market research document



Collaborate

- Workshops
- Client visit documents
- Lunch and learn sessions



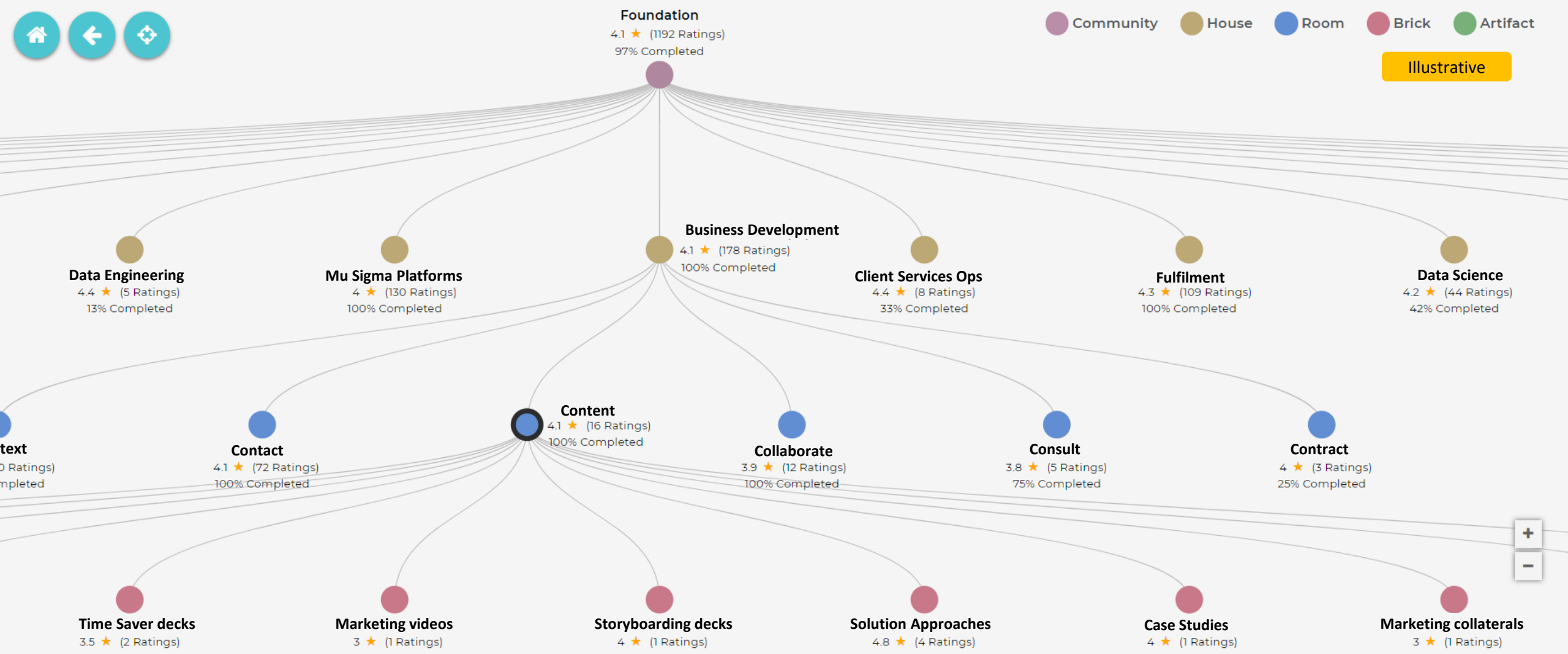
Content

- Storyboarding deck
- Marketing videos
- Time saver decks
- Solution approaches



Community House Room Brick Artifact

Illustrative



Advantages:

Reusable Component Repository

Business Development Case Studies

Content for knowledge and inspiration

People oriented to process oriented



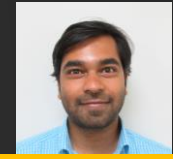
Pradeep Saluja,
BU Head

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Apprentice Leader



Nikhil Kumar,
Apprentice Leader

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Abhinav Kishore,
Apprentice Leader

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Gopidas D,
Apprentice Leader



Karthik E,
Apprentice Leader

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EXAMPLE
CONTACT AND CONNECT



Impact **Critical Event**

Pain

New Normal

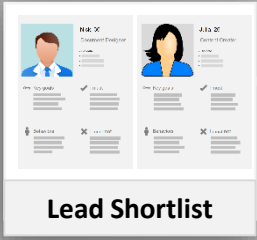
Old Normal

Region
Example: US, Europe, Asia-Pacific

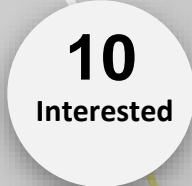
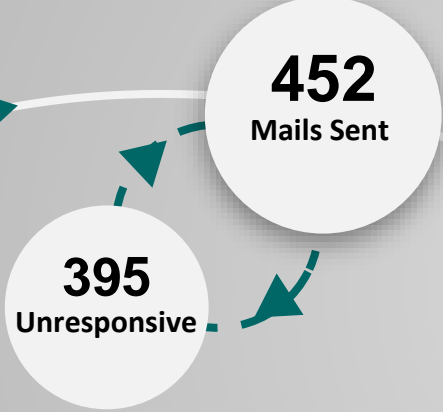
Designation

Vertical

Fit



Lead list was generated based on our strengths, companies need, etc.



 
FERRERO
Head Supply Chain Network

 
FERRERO
Global Head of Packaging Innovation

 
FERRERO
Director of Supply Chain

 
adidas
Director of Retail Operations

 
FERRERO
Director of Analytics Innovation

  **2**
Procurement Meetings

DEEP DIVE

