

BD-in-a-Box™

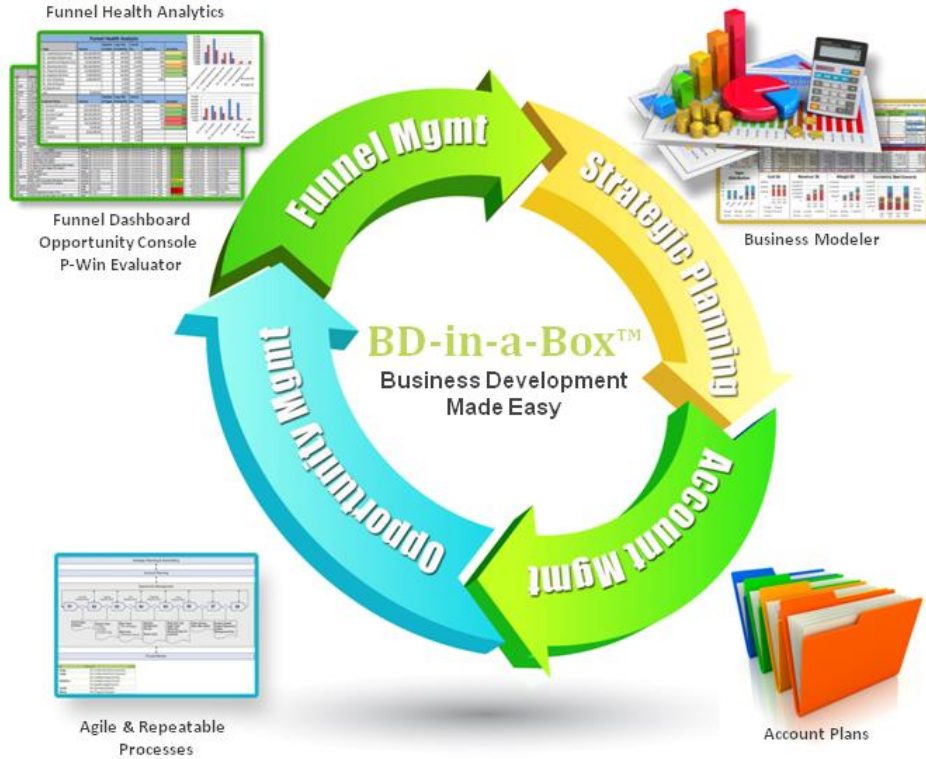
Business Development Made Easy

Business Development is an integrated, end-to-end, disciplined approach to developing your business in accordance with your business strategy, goals, and objectives. It is more than hiring/retaining Business Developers or identifying opportunities and putting them in your funnel. True business development is an all-encompassing activity that includes account planning, capture, pursuit, & opportunity planning, teaming partner management, solution development, and proposal response & submittal.

BD-in-a-Box Key Benefits

- ✓ Promote transparency of Business Development efforts across the organization.
- ✓ Facilitate planning and forecasting of revenue and B&P investment.
- ✓ Optimize utilization of scarce resources for maximum ROI.
- ✓ Expedite proposal development and reduce cost of rework with clear guidance and reusable templates.
- ✓ Align proposal development efforts with customer expectations and proven business development and management processes.

BD-in-a-Box is an all-inclusive, comprehensive, and integrated approach to Business Development.



Strategic Planning and Goal setting

- ✓ Forecast revenue based on available B&P investment & resources.
- ✓ Forecast B&P required for specific revenue targets.
- ✓ Identify target funnel required to meet forecasted revenue and B&P goals.

Account Management

- ✓ Develop Account Plans & Strategy.
- ✓ Facilitate Quarterly Account Reviews.

Opportunity Management

- ✓ Develop Capture Plans.
- ✓ Develop and Facilitate Color Team Reviews.

Funnel Management

- ✓ Convert current opportunities/B&P pursuits into a funnel format.
- ✓ Build a robust funnel to support management goals.
- ✓ Optimize resource utilization on pursuits
- ✓ Ensure that funnel is of appropriate "shape".

Tarak Modi is a dynamic and innovative technology executive with over 18 years of experience in the commercial, state and local government, and Federal civilian and defense sectors. Most recently he was the Chief Technology Officer for a \$200M consulting company where he led IT strategy and an IT community of over 130 professionals who supported over \$25M in revenue. A recognized thought leader, Tarak has authored *Living in the Innovation Age*, *Professional Java Web Services*, over 80 articles on Innovation and IT Transformation.

Greig Fields is a business development executive with over 30 years of experience in the Federal IT Market supporting small and medium businesses. In his most recent position as a Client Principal for HP's Consulting Services Sales organization, Greig brought in over \$20M in orders within just two years from federal agencies where HP had no presence. In 2007 he was Honored as one of the Federal IT Market's Top 100 Executives by Federal Computer Week Magazine.