PURSUIT
MANAGEMENT
PROSPECTUS

IndGlory

*Where timeless skills
make priceless impact.*

www.indglory.com

Introduction

As India's economy continues to evolve and grow, there is a pressing need for skilled professionals who can drive business success in an increasingly competitive landscape.

Pursuit Management has emerged as a critical competency that helps organizations across sectors identify, secure, and maximize growth opportunities. However, to meet the rising demand for this niche skill set, India needs to invest in targeted, industry-aligned training programs that can develop a robust pipeline of Pursuit Management talent.

This prospectus outlines a vision for skill-based training initiatives designed to groom industry-ready Pursuit Management professionals. By equipping individuals with the strategic thinking, data-driven decision making, and collaborative problem-solving capabilities that are at the core of Pursuit Management, these programs will:

1. Bridge the skill gap: Provide learners with hands-on experience and practical knowledge that aligns with the evolving needs of the industry.

2. Create job opportunities: Generate a pool of qualified professionals who can step into Pursuit Management roles across the Corporate and MSME sectors, contributing to employment growth.

3. Drive economic development: Help businesses secure new opportunities, expand into untapped markets, and fuel innovation, thereby boosting economic resilience and growth.

The prospectus will delve into the key components of effective Pursuit Management training, including curriculum design, industry partnerships, and experiential learning opportunities.

By prioritizing skill-based training in Pursuit Management, we have an opportunity to not only empower individuals and organizations, but also contribute to India's larger economic growth story.

What is Pursuit Management?

Pursuit management is a specialized skill set that has become increasingly important in the B2B industry, irrespective of the size and domain of the business . It involves strategically identifying, qualifying, and pursuing sales opportunities to drive business growth in a complex sales landscape with longer cycles and more stakeholders.

Key aspects of pursuit management include:
- Strategic planning: Developing targeted strategies for pursuing specific opportunities, which requires a deep understanding of market dynamics and customer needs.

- Cross-functional collaboration: Facilitating communication and collaboration between sales, marketing, engineering and project teams to ensure a unified approach towards potential clients.

- Data-driven decision making: Utilizing qualitative and quantitative data to inform pursuit strategies, which necessitates analytical skills and the ability to interpret market trends.

Pursuit management professionals need a unique combination of strategic thinking, effective communication, sales process understanding, and the ability to stay updated with the latest tools and methodologies.

Investing in pursuit management skills helps B2B organizations improve sales effectiveness, increase revenue, and drive growth. It has become a highly sought-after niche skill in the corporate world.

Pursuit Management Courses offered by Indglory

Indglory offers a comprehensive range of Pursuit Management courses designed to meet the evolving needs of the industry. The skill-oriented curriculum is carefully crafted based on extensive industry research and the invaluable experience of business leaders, sales, engineering, and business management professionals.

Course Features

- **Industry-Aligned**: Tailored to cater to the industry's demand for skilled resources across all levels, from entry-level positions to leadership roles.

- **Transformative Learning**: These courses have the power to transform freshers into industry-ready professionals and laterals into industry leaders.

- **Research-Backed**: Developed through rigorous industry research to ensure relevance and effectiveness.

- **Expert-Driven**: Leveraging the experience of seasoned pursuit management professionals.

Benefits of the Courses

By enrolling in Indglory's Pursuit Management courses, trainees will:
1. Gain cutting-edge skills aligned with industry requirements

2. Enhance their career prospects in pursuit management

3. Develop leadership capabilities for higher-level roles

4. Bridge the gap between academic knowledge and practical industry needs

Whether trainees are fresh graduates looking to kickstart their careers or experienced professionals aiming for leadership positions, Indglory's Pursuit Management courses provide the perfect platform to achieve their goals and excel in the dynamic field of pursuit management.

Trainees can take the next step in their career journey with Indglory – where industry needs meet professional excellence.

Course - I

NSQF Level 7

Mapped to Qualification Pack: SSC/Q6303

Certified Pursuit Analyst

The Pursuit Analyst is an entry-level role in the B2B sales organization. This individual supports the sales team by conducting research, preparing basic sales materials, and assisting with various aspects of the sales process. They are responsible for gathering and organizing information, maintaining sales tools and databases, and supporting proposal development.

Industry Sector

1. Construction and Infrastructure
2. Facility Management Services
3. IT Services
4. Banking and Financial Services
5. Manufacturing
6. Government and Public Sector
7. Defence
8. Telecommunication and Utilities

Pursuit Management is a key skill required for competitive bidding. Competitive bidding serves as a crucial mechanism across these industries, enabling organizations to leverage competition to secure the best possible deals while ensuring transparency and accountability in the procurement process.

Professional Skills and Industry Readiness

Upon successful completion of the Pursuit Analyst training program, participants will be competent to:

1. Conduct comprehensive marketing research and analysis to support sales strategies, utilizing industry trends, competitor information, and customer data.

2. Contribute effectively to new business generation by identifying and engaging potential clients, following organizational sales plans and communication guidelines.

3. Develop and refine sales plans based on market insights, historical data, and organizational objectives.

4. Collaborate in creating robust responses to Requests for Information (RFIs) and Requests for Proposals (RFPs), ensuring alignment with client requirements and organizational standards.

5. Utilize Customer Relationship Management (CRM) systems effectively to maintain accurate records of client interactions, sales activities, and market insights.

6. Apply analytical skills to interpret data, draw meaningful inferences, and present findings using standard templates and tools.

7. Apply Generative AI skills to create prompts for content creation and automation of redundant tasks.

8. Work collaboratively within cross-functional teams, communicating clearly and concisely with colleagues and stakeholders.

9. Manage work priorities efficiently, adhering to organizational policies and procedures while maintaining a healthy, safe, and secure working environment.

10. Demonstrate a commitment to continuous learning and self-development, staying updated with industry trends and best practices in sales and pre-sales activities.

As an industry-ready professional in the role of a pursuit analyst, participants will be equipped to support sales teams in identifying opportunities, developing targeted strategies, and contributing to the overall success of business development initiatives.

Assessment Agency

Association of Proposal Management Professional of India (www.apmpinda.org) is a non-profit industry association that promotes best practices for development of skills and capabilities for Pursuit Management. APMP India has developed a competency framework based on industry roles and skills matrix and conducts assessments for different levels of competencies and skills.

Candidate Eligibility Criteria

- Engineering and Management Graduates
- Science and Commerce Graduates
- Business Administration Graduates

Mode of Delivery

Hybrid
- E-Learning (40 hours)
- Online Live Classroom (20 hours)
- Internship (6 months) -optional

Trainer Qualification

APMP India certified trainer with minimum 10 years industry experience and 5 years training experience.

Average Course Fee including Assessments

Training Fees per participant: INR 10,500.00
Assessment and Certification Fee per participant: INR 7,500.00

Expected Salary

Starting at INR 4,50,000.00 per year*

Pursuit Analyst Training Program Outline (60 hours)

NSQF Level 7

Mapped to Qualification Pack: SSC/Q6303

1. Knowledge Area: Sales Lifecycle and Opportunity Management (12 hours)

Topics:

1. **Introduction to Sales Lifecycle** (2 hours)

    1. Brief: Overview of the end-to-end sales process in B2B environments

    2. Skills: Understand sales cycle stages, roles and responsibilities of deal team members

2. **Opportunity Lifecycle and Types** (3 hours)

    1. Brief: Detailed exploration of opportunity types and their lifecycles

    2. Skills: Identify and categorize different opportunity types, understand their progression

3. **Opportunity Stages and Client Buying Lifecycle** (3 hours)

    1. Brief: In-depth look at opportunity stages aligned with client buying processes

    2. Skills: Map opportunity stages to client buying lifecycle, identify key milestones

4. **Driving Opportunity Progress** (2 hours)

    1. Brief: Techniques and best practices for moving opportunities through sales stages

    2. Skills: Apply rigor and discipline to progress deals, coordinate with deal team members

5. **Tools and Work Outputs Across Sales Lifecycle** (2 hours)

    1. Brief: Introduction to relevant tools and required deliverables at each stage

    2. Skills: Develop work outputs using appropriate tools across the sales lifecycle

2. Knowledge Area: Product and Service Knowledge (10 hours)

Topics:

1. **Company's Product and Service Portfolio** (3 hours)

    1. Brief: Comprehensive overview of the company's offerings

    2. Skills: Demonstrate knowledge of products and services the company sells

2. **Unique Value Propositions** (3 hours)

    1. Brief: Understanding and articulating the unique benefits of company offerings

    2. Skills: Articulate unique value propositions for different products/services

3. **Solution Building Fundamentals** (2 hours)

    1. Brief: Core components needed to build effective solutions

    2. Skills: Identify resources, capabilities, and timelines for solution development

4. **Integrating Product Knowledge in Daily Work** (2 hours)

    1. Brief: Practical application of product knowledge in pursuit analyst role

    2. Skills: Incorporate product and service concepts into day-to-day work

3. Knowledge Area: Business and Financial Acumen (10 hours)

Topics:

1. **Fundamentals of Business and Finance** (6 hours)

    1. Brief: Key business and financial concepts relevant to B2B sales

    2. Skills: Demonstrate basic principles of business and financial acumen

2. **Value Creation and Capture** (4 hours)

    1. Brief: Understanding how the company creates and captures value

    2. Skills: Assess and articulate value creation for both client and company

4. Knowledge Area: Client Engagement and Support (8 hours)

Topics:

1. **Understanding Client Needs** (2 hours)

    1. Brief: Techniques for identifying and analyzing client requirements

    2. Skills: Assess client needs and align them with company offerings

2. **Supporting Sales Leaders** (2 hours)

    1. Brief: Best practices for effectively supporting sales leaders

    2. Skills: Work with sales leaders to support opportunities, provide valuable insights

3. **Stakeholder Management** (2 hours)

   1. Brief: Strategies for managing various stakeholders in the sales process

   2. Skills: Coordinate effectively with deal team members and clients

4. **Communication and Presentation Skills** (2 hours)

   1. Brief: Enhancing communication skills for effective client and team interactions

   2. Skills: Articulate value propositions, present information clearly and concisely

5. Knowledge Area: Sales Analytics and Reporting (8 hours)

Topics:

1. **Sales Data Analysis** (2 hours)

   1. Brief: Techniques for analyzing sales data to derive insights

   2. Skills: Interpret sales data, identify trends and opportunities

2. **Opportunity Tracking and Reporting** (2 hours)

   1. Brief: Methods for tracking opportunity progress and creating reports

   2. Skills: Use CRM tools, create insightful reports on opportunity status

3. **Performance Metrics and KPIs** (2 hours)

   1. Brief: Understanding key performance indicators in sales

   2. Skills: Track and interpret sales performance metrics

4. **Data-Driven Decision Making** (2 hours)

   1. Brief: Using data to inform sales strategies and tactics

   2. Skills: Make informed recommendations based on data analysis

6. Knowledge Area: Generative AI and Data Science for Sales (12 hours)

Topics:

1. **Fundamentals of AI and Machine Learning in Sales** (3 hours)

   1. Brief: Introduction to AI, machine learning, and their applications in sales

   2. Skills: Understand core AI concepts and identify potential use cases in sales processes

2. **Generative AI for Content Creation and Personalization** (3 hours)

   1. Brief: Leveraging generative AI for creating tailored sales content

   2. Skills: Craft personalized proposals, emails, and presentations using AI tools

3. **Predictive Analytics and Forecasting** (2 hours)

   1. Brief: Using AI for sales forecasting and predictive modelling

   2. Skills: Interpret AI-generated forecasts and incorporate them into sales strategies

4.   **Natural Language Processing for Client Insights** (2 hours)

     1.   Brief: Applying NLP techniques to analyze client communications and feedback

     2.   Skills: Extract actionable insights from unstructured client data

     3.   Generative AI Skills: Implement sentiment analysis and topic modelling on client interactions

5.   **Ethical AI and Data Privacy in Sales** (2 hours)

     1.   Brief: Understanding ethical considerations and data privacy in AI-driven sales

     2.   Skills: Implement ethical AI practices and ensure compliance with data protection regulations

     3.   Generative AI Skills: Develop AI models with built-in privacy and fairness considerations

Course - II

Certified Pursuit Specialist

The Pursuit Specialist is a mid-level role that plays a crucial part in driving complex sales opportunities forward. This professional combines deep understanding of the company's offerings with strong business acumen to shape and progress deals. They are involved in tailoring solutions to client needs, developing pricing strategies, and managing key aspects of the pursuit process. The Pursuit Specialist conducts in-depth discovery, contributes significantly to proposal development, and works closely with various stakeholders to articulate compelling value propositions.

Industry Sector

1.   Construction and Infrastructure
2.   Facility Management Services
3.   IT Services
4.   Banking and Financial Services
5.   Manufacturing
6.   Government and Public Sector
7.   Defence
8.   Telecommunication and Utilities

Pursuit Management is a key skill required for competitive bidding. Competitive bidding serves as a crucial mechanism across these industries, enabling organizations to leverage competition to secure the best possible deals while ensuring transparency and accountability in the procurement process.

Assessment Agency

Association of Proposal Management Professional of India is a non-profit industry association that promotes best practices for development of skills and capabilities for Pursuit Management.

Candidate Eligibility Criteria

- Engineering and Management Graduates with 3 years of work experience
- Science and Commerce Graduates with 5 years of work experience
- Business Administration Graduates with 5 years of work experience

Mode of Delivery

Hybrid
- Online (40 hours)
- On-Ground (20 hours)
- Internship (6 months)

Trainer Qualification

APMP India certified trainer with minimum 10 years industry experience and 5 years training experience.

Average Course Fee including Assessments

Training Fees per participant: INR 15,500.00
Assessment and Certification Fee per participant: INR 10,500.00

Expected Salary

Starting at INR 7,50,000.00 per year

Pursuit Specialist Training Program Outline (80 hours)

NSQF Level 8

Mapped to Qualification Pack: SSC/Q6303

Knowledge Area 1: Strategic Sales Leadership (12 hours)

1. **Advanced B2B Sales Ecosystem Analysis** (3 hours)

    1. Brief description: In-depth analysis of complex B2B sales environments and market trends

    2. Skills developed: Strategic market analysis, industry foresight

    3. Data Analytics: Predictive modeling for market trends

    4. Generative AI: Using AI for scenario planning and market simulations

2. **High-Value Pursuit Strategy Development** (3 hours)

    1. Brief description: Crafting and executing strategies for complex, high-value opportunities

    2. Skills developed: Strategic pursuit planning, opportunity qualification at scale

3. Data Analytics: Opportunity scoring models and win probability analysis

4. Generative AI: AI-driven pursuit strategy recommendations

3. **Sales Leadership and Decision Making** (3 hours)

   1. Brief description: Developing leadership skills for guiding sales teams and making critical decisions

   2. Skills developed: Sales leadership, strategic decision-making

   3. Data Analytics: Decision support systems using historical data

   4. Generative AI: AI-assisted decision-making tools and chatbots

4. **Aligning Pursuit Strategy with Organizational Goals** (3 hours)

   1. Brief description: Ensuring pursuit strategies support broader business objectives

   2. Skills developed: Strategic alignment, organizational awareness

   3. Data Analytics: KPI dashboards and goal tracking systems

   4. Generative AI: AI-powered strategy alignment tools

Knowledge Area 2: Advanced Client Relationship Management (12 hours)

1. **Strategic Account Planning** (3 hours)

   1. Brief description: Developing comprehensive plans for key accounts and strategic clients

   2. Skills developed: Long-term account strategy, relationship mapping

   3. Data Analytics: Customer lifetime value prediction

   4. Generative AI: AI-generated account growth suggestions

2. **Executive-Level Client Engagement** (3 hours)

   1. Brief description: Techniques for effectively engaging and influencing C-suite and senior stakeholders

   2. Skills developed: Executive presence, strategic communication

   3. Data Analytics: Sentiment analysis of client interactions

   4. Generative AI: AI-powered conversation simulators for executive interactions

3. **Value Creation and Co-innovation with Clients** (3 hours)

   1. Brief description: Strategies for collaborating with clients to create unique value propositions

   2. Skills developed: Co-innovation facilitation, value creation

   3. Data Analytics: Innovation impact assessment metrics

   4. Generative AI: AI ideation tools for co-innovation sessions

4. **Managing Complex Stakeholder Ecosystems** (3 hours)

1. Brief description: Navigating and influencing diverse stakeholder groups in large organizations

2. Skills developed: Stakeholder management, influence strategies

3. Data Analytics: Network analysis for stakeholder mapping

4. Generative AI: AI-driven stakeholder influence prediction models

Knowledge Area 3: Advanced Solution Architecture and Value Engineering (12 hours)

1. **Complex Solution Design for Enterprise Clients** (3 hours)

   1. Brief description: Architecting comprehensive, multi-faceted solutions for large-scale client needs

   2. Skills developed: Enterprise solution architecture, cross-functional integration

   3. Data Analytics: Solution performance analytics and optimization

   4. Generative AI: AI-assisted solution design and configuration

2. **Strategic Value Proposition Development** (3 hours)

   1. Brief description: Crafting compelling, strategic value propositions for complex deals

   2. Skills developed: Strategic value articulation, competitive differentiation

   3. Data Analytics: Competitive benchmarking and value quantification

   4. Generative AI: AI-powered value proposition generators

3. **Innovation and Emerging Technologies in Solutions** (3 hours)

   1. Brief description: Incorporating cutting-edge technologies and innovative approaches in solution design

   2. Skills developed: Innovation leadership, technology trend analysis

   3. Data Analytics: Technology adoption trend analysis

   4. Generative AI: AI-driven technology impact forecasting

4. **Value Engineering and ROI Modeling** (3 hours)

   1. Brief description: Advanced techniques for demonstrating and quantifying solution value

   2. Skills developed: Value engineering, sophisticated ROI modeling

   3. Data Analytics: Advanced ROI simulation models

   4. Generative AI: AI-powered ROI scenario generators

Knowledge Area 4: Strategic Bid Management and Proposal Leadership (13 hours)

1. **Strategic Bid/No-Bid Decision Making** (2 hours)

    1. Brief description: Frameworks for making informed pursuit decisions aligned with business strategy

    2. Skills developed: Strategic opportunity assessment, resource allocation

    3. Data Analytics: Bid success prediction models

    4. Generative AI: AI-assisted bid/no-bid recommendation systems

2. **Leading Large-Scale Proposal Development** (3 hours)

    1. Brief description: Orchestrating the development of complex, multi-faceted proposals

    2. Skills developed: Proposal leadership, cross-functional coordination

    3. Data Analytics: Proposal component effectiveness analysis

    4. Generative AI: AI-powered proposal content generation and optimization

3. **Competitive Strategy in Bidding** (2 hours)

    1. Brief description: Developing strategies to outmaneuver competitors in high-stakes bids

    2. Skills developed: Competitive analysis, differentiation strategies

    3. Data Analytics: Competitor behavior pattern analysis

    4. Generative AI: AI-driven competitive response simulators

4. **Price-to-Win Strategies** (3 hours)

    1. Brief description: Developing and implementing effective pricing strategies to maximize win probability

    2. Skills developed: Competitive pricing analysis, value-based pricing

    3. Data Analytics: Price sensitivity modeling, competitor pricing trend analysis

    4. Generative AI: AI-assisted price optimization scenarios

5. **Executive Review and Approval Processes** (3 hours)

    1. Brief description: Managing executive-level reviews and securing high-level approvals

    2. Skills developed: Executive presentation, persuasive communication

    3. Data Analytics: Approval process efficiency metrics

    4. Generative AI: AI-assisted presentation customization for executive audiences

Knowledge Area 5: Pursuit Team Leadership and Talent Development (11 hours)

1. **Building and Leading High-Performance Pursuit Teams** (3 hours)

   1. Brief description: Strategies for assembling and guiding effective pursuit teams

   2. Skills developed: Team leadership, performance management

   3. Data Analytics: Team performance analytics and predictive modeling

   4. Generative AI: AI-powered team composition optimization

2. **Mentoring and Developing Pursuit Talent** (3 hours)

   1. Brief description: Techniques for nurturing and growing pursuit capabilities within the organization

   2. Skills developed: Mentoring, talent development

   3. Data Analytics: Skill gap analysis and development tracking

   4. Generative AI: AI-driven personalized learning path generators

3. **Managing Virtual and Global Pursuit Teams** (3 hours)

   1. Brief description: Leading distributed teams across different geographies and time zones

   2. Skills developed: Virtual team management, cross-cultural leadership

   3. Data Analytics: Virtual collaboration effectiveness metrics

   4. Generative AI: AI-powered virtual team engagement tools

4. **Fostering Innovation and Continuous Improvement** (2 hours)

   1. Brief description: Creating a culture of innovation and ongoing enhancement in pursuit practices

   2. Skills developed: Innovation leadership, change management

   3. Data Analytics: Innovation impact measurement

   4. Generative AI: AI-assisted idea generation and evaluation systems

Knowledge Area 6: Advanced Technologies in Pursuit Leadership (20 hours)

1. **Foundations of Data Analytics for Pursuit Excellence** (4 hours)

   1. Brief description: Understanding core concepts and applications of data analytics in pursuit processes

2. Skills developed: Data-driven decision making, analytical thinking

3. Practical applications:

    1. Analyzing historical pursuit data to identify success patterns

    2. Creating predictive models for opportunity qualification

    3. Developing data visualization dashboards for pursuit performance

2. **Generative AI in Pursuit Strategy and Execution** (4 hours)

    1. Brief description: Exploring the capabilities and applications of generative AI in pursuit leadership

    2. Skills developed: AI-assisted strategy development, content generation

    3. Practical applications:

        1. Using AI for competitive analysis and strategy formulation

        2. Implementing AI-powered proposal content generation

        3. Leveraging AI for personalized client communications

3. **Prompt Engineering for Effective AI Utilization** (3 hours)

    1. Brief description: Mastering the art of crafting effective prompts to maximize AI tool performance

    2. Skills developed: Prompt design, AI interaction optimization

    3. Practical applications:

        1. Designing prompts for AI-assisted solution architecture

        2. Crafting prompts for generating compelling value propositions

        3. Optimizing prompts for AI-driven competitive analysis

4. **Integrating AI and Data Analytics in Pursuit Workflows** (3 hours)

    1. Brief description: Strategies for seamlessly incorporating AI and data analytics into existing pursuit processes

    2. Skills developed: Process optimization, technology integration

    3. Practical applications:

        1. Mapping AI and analytics touchpoints in the pursuit lifecycle

        2. Designing AI-enhanced pursuit workflows

        3. Developing best practices for AI and human collaboration in pursuits

5. **Ethical Considerations and Responsible AI Use in Pursuits** (2 hours)

    1. Brief description: Exploring ethical implications and developing guidelines for responsible AI use

2. Skills developed: Ethical decision-making, responsible AI governance

3. Practical applications:

    1. Creating ethical guidelines for AI use in pursuit processes

    2. Addressing bias and fairness in AI-driven pursuit decisions

    3. Ensuring transparency and explainability in AI-assisted pursuits

6. **Advanced Data Visualization for Pursuit Insights** (2 hours)

    1. Brief description: Techniques for creating impactful visual representations of pursuit data

    2. Skills developed: Data storytelling, advanced visualization techniques

    3. Practical applications:

        1. Designing executive-level dashboards for pursuit performance

        2. Creating interactive visualizations for opportunity analysis

        3. Developing visual narratives for complex pursuit strategies

7. **Predictive Analytics for Pursuit Success** (2 hours)

    1. Brief description: Leveraging predictive models to forecast pursuit outcomes and optimize strategies

    2. Skills developed: Predictive modeling, strategic foresight

    3. Practical applications:

        1. Building win probability models for high-stakes pursuits

        2. Forecasting resource requirements for complex bids

        3. Predicting client needs and preferences for proactive solution design

Course – III

Certified Pursuit Professional

The Pursuit Professional is a senior-level role that leads complex, high-value pursuits and shapes overall sales strategies. This expert has comprehensive knowledge of the company's capabilities, industry trends, and advanced pursuit techniques. They are responsible for high-level client relationships, crafting winning strategies, leading negotiations, and making critical decisions on pursuit strategies. The Pursuit Professional oversees the entire pursuit process, from initial engagement to contract closure, and plays a key role in mentoring junior team members and driving the overall success of the sales organization.

NSQF Level 9

Mapped to Qualification Pack: SSC/Q6303

Industry Sector

1. Construction and Infrastructure
2. Facility Management Services
3. IT Services
4. Banking and Financial Services
5. Manufacturing
6. Government and Public Sector
7. Defence Production
8. Telecommunication and Utilities

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Assessment Agency

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Candidate Eligibility Criteria

- Engineering and Management Graduates with 7 years of work experience
- Science and Commerce Graduates with 10 years of work experience
- Business Administration Graduates with 10 years of work experience

Mode of Delivery

Hybrid
- Online (40 hours)
- On-Ground (20 hours)
- Internship (6 months)

Trainer Qualification

APMP India certified trainer with minimum 10 years industry experience and 5 years training experience.

Average Course Fee including Assessments

Training Fees per participant: INR 25,500.00
Assessment and Certification Fee per participant: INR 15,500.00

Expected Salary

Starting at INR 15,50,000.00 per year

Pursuit Professional Training Program Outline (80 hours)

Knowledge Area 1: Sales Strategy and Deal Structuring (20 hours)

Topics:

1. Advanced sales strategies and enterprise-level deal structuring (4 hours)

    1. Deep dive into complex sales strategies and deal structuring approaches

    2. Case studies and role-play exercises on enterprise-level sales scenarios

2. Industry trends, client business models, and market dynamics (4 hours)

    1. Comprehensive analysis of industry trends and their impact on sales

    2. Understanding client business models and leveraging market dynamics

3. Presales and its role in winning major accounts (4 hours)

    1. Strategic integration of presales activities into the sales process

    2. Best practices for collaborating with presales teams to win major accounts

4. Developing and implementing account strategies for major clients (8 hours)

    1. Crafting effective account strategies for high-value clients

    2. Workshop on implementing account strategies and measuring success

Skills and Capabilities Developed:

- Mastery of complex sales strategies and enterprise-level deal structuring

- Advanced understanding of industry trends, client business models, and market dynamics

- Strategic understanding of presales and its role in winning major accounts

- Ability to develop and implement account strategies for major clients

Knowledge Area 2: Pursuit Leadership and Capture Management (24 hours)

Topics:

1. Leading complex, high-value sales pursuits (6 hours)

    1. Strategies for leading and winning complex, high-value sales pursuits

    2. Case studies and simulations on pursuit leadership challenges

2. Capture management methodologies and best practices (6 hours)

    1. In-depth exploration of capture management methodologies

    2. Applying capture management best practices to real-world scenarios

3. Developing and executing comprehensive capture plans (6 hours)

   1. Step-by-step process for developing effective capture plans

   2. Workshop on executing capture plans and adapting to changing circumstances

4. Leading capture teams and coordinating cross-functional efforts (6 hours)

   1. Techniques for leading high-performance capture teams

   2. Strategies for coordinating efforts across multiple functional areas

Skills and Capabilities Developed:

- Ability to lead and win complex, high-value sales pursuits

- Advanced expertise in capture management methodologies

- Skill in developing and executing comprehensive capture plans

- Capability to lead capture teams and coordinate efforts across functional areas

Knowledge Area 3: Pricing Strategies and Contract Structuring (16 hours)

Topics:

1. Advanced pricing strategies and techniques (8 hours)

   1. In-depth exploration of pricing strategies for complex deals

   2. Case studies and exercises on applying pricing strategies effectively

2. Contract structures and deal shaping (4 hours)

   1. Understanding various contract structures and their implications

   2. Techniques for shaping deals to align with company objectives

3. Balancing client needs with company objectives in pricing and contracts (4 hours)

   1. Strategies for finding win-win outcomes in complex pricing and contract negotiations

   2. Case studies on successfully balancing client needs and company goals

Skills and Capabilities Developed:

- Expertise in advanced pricing strategies and techniques for complex deals

- Comprehensive knowledge of contract structures and deal shaping

- Ability to balance client needs with company objectives in pricing and contract negotiations

Knowledge Area 4: Solution Design and Risk Management (12 hours)

Topics:

1. Shaping innovative solutions for complex client challenges (6 hours)

   1. Techniques for designing innovative, client-centric solutions

   2. Workshop on applying solution design principles to real-world challenges

2. Risk management and mitigation in high-stakes sales (6 hours)

    1. Identifying and assessing risks in high-stakes sales situations

    2. Strategies for mitigating risks and ensuring successful outcomes

Skills and Capabilities Developed:

- Ability to shape innovative solutions that address complex client challenges

- Profound grasp of risk management and mitigation in large-scale deals

Knowledge Area 5: Leadership and Strategic Contribution (8 hours)

Topics:

1. Mentoring sales teams and developing sales leaders (4 hours)

    1. Techniques for effective mentoring and coaching of sales teams

    2. Strategies for identifying and developing high-potential sales talent

2. Contributing to company sales strategy and go-to-market approach (4 hours)

    1. Providing strategic input on company-wide sales strategies

    2. Collaborating with leadership to refine go-to-market approaches

Skills and Capabilities Developed:

- Ability to mentor sales teams and develop the next generation of sales leaders

- Capability to contribute to the company's overall sales strategy and go-to-market approach

Knowledge Area 6: Leveraging Technology for Innovative Pursuit Management (12 hours)

Topics:

1. AI and Machine Learning applications in pursuit management (4 hours)

    1. Exploring AI and ML use cases in sales and pursuit management

    2. Hands-on exercises on leveraging AI tools for sales insights and decision-making

2. Data Analytics and visualization for pursuit professionals (4 hours)

    1. Understanding the role of data analytics in pursuit management

    2. Workshop on using data visualization tools to communicate sales insights

3. Driving innovation in pursuit management practices (4 hours)

    1. Strategies for identifying and implementing innovative pursuit management practices

    2. Case studies on successful innovation in sales and pursuit management

Skills and Capabilities Developed:

- Understanding of AI and ML applications in pursuit management

- Ability to leverage data analytics and visualization for sales insights

- Capability to drive innovation in pursuit management practices