

3-Day Training Program for BPOs

Sell Solutions, Not Capability

Who we are

Artha Shastra is a boutique consulting firm started by industry professionals who pioneered end-to-end process outsourcing.

Why attend

The traditional BPO approach to designing a solution is broken. Notice how many of our responses to client queries are hopelessly generic? We say "we are flexible and can learn" when clients want specifics. We say "we use 6-sigma to improve processes" but can't identify or quantify how. Our RFP responses sometimes have 2 pages on client requirements and 60 pages on quality, recruitment, security, and BCP. At a time when clients are looking for faster ROI on their outsourcing, these generic responses result in low conversions and commodity pricing.

What we do

Artha Shastra helps you differentiate your solution by re-skilling your team to think solutions. Our approach is centered on our industry agnostic framework that squarely addresses the core client question: what's in it for me?

Artha Shastra training programs are 3-day residential workshops for 15-18 member cross functional teams. Our methodology uses a mix of theory, real life experiences, and a tool kit to work on simulated cases. Teams are taught to build an integrated solution and present it to a panel of real buyers. Whether you are a CRM moving to BPO, or are a BPO looking to differentiate, this workshop is for you.

Who should attend

Senior and mid-management professionals in solution design and RFP responses (sales, sales support, solution design, recruitment, pricing, operations management, and transition).

Who are the trainers



Shammik Gupta, MBA, IIM-A, Managing Partner, Artha Shastra. Formerly with Infosys BPO, Soc Gen, Citibank.



Naresh D'Mello, MBA, Stern School of Business, COO, Artha Shastra. Formerly with Infosys BPO, Infosys, PwC, Arc Partners.

Topics & Objectives

Day 1
Differentiating

- Solution Design – a holistic approach
- Building industry/ functional process maps
- HR – staffing and organization structure
- Operations planning and management
- Risk identification and mitigation

What is the role of the team and individuals in creating a solution. What are the components of the future state operation. Who manages it, what are the trade-offs. Use this knowledge to respond to a real life RFP.

Day 2
Planning

- Discovery – A due diligence exercise
- Transition – Planning and implementation
- Process improvement and value additions
- Pricing and contracting – bring it together
- Presentation skills -- How to effectively present your solution to a client

How to embed operations and support improvement. How to optimize pricing between components for cost-control trade-offs. Use this knowledge to develop the RFP response.

Day 3
Evaluation

- Real-life simulation: Build an integrated solution and present it to a client in a competitive setting
- Artha Shastra and client feedback

Based on participation expectations, agree on ways to use the learning over the next 60 days towards a concrete solution.

Request a workshop

Artha Shastra training programs are customized for individual companies. For more information on scheduling, logistics and pricing, please contact:

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“The workshop has enhanced the way our teams approach RFPs and solutions. I now see a different mindset and thinking to better match our solutions to the client's dynamics.” Milind Godbole, President-Asia Pacific, Aditya Birla Minacs