

Technowrites Corporate Training Case Study



Intergraph

Intergraph® is the leading global provider of engineering and geospatial software that enables customers to visualize complex data. Businesses and governments in more than 60 countries rely on Intergraph's industry-specific software to organize vast amounts of data and infuse the world with intelligence to make processes and infrastructures better, safer, and smarter. The company's software and services empower customers to build and operate more efficient plants and ships, create intelligent maps, and protect critical infrastructure and millions of people around the world.

Intergraph is part of Hexagon (Nordic exchange: HEXA B), a leading global provider of design, measurement, and visualization technologies that enable customers to design, measure and position objects, and process and present data. (Reference: <http://www.intergraph.com>)

Client's Requirements	<ul style="list-style-type: none"> Proposals development process needed standardization Proposals needed better structure, presentation, and language Proposals needed a differentiating factor and ease of readability Pre-sales team needed exposure to industry's best practices of proposal writing 		
Training Completed	<ul style="list-style-type: none"> Training was focused on Business Proposal Writing 		
Training Duration	2 days	Training Location	<ul style="list-style-type: none"> Gurugram, Uttar Pradesh, India
Batches	1	Tools	<ul style="list-style-type: none"> MS Word Special Proposal Development Tool
Training Highlights	<ul style="list-style-type: none"> Pre-training engagement with the stakeholders Tuning of the course to match the exact requirement Customized exercises (based on real RFPs and Proposals) Training attended by 18 experienced professionals (pre-sales and sales team) Tool training to help writing, language check, and review 		
Participant Takeaways	<ul style="list-style-type: none"> Printed booklets Exercise sheets eBooks Ready to use proposal templates (more than 200 templates and re-usable blocks) 		<ul style="list-style-type: none"> Ready to use review checklist Ready to use MS Word Macros Video snippets for MS Word



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