

Winning Strategies: Secrets to Clinching Multimillion-Dollar Deals

By Anirban Dutta, Hetzel W. Folden

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This is the only book that we know of, that focuses on the end-to-end IT services and outsourcing life cycle. The target audience is anybody that wants to know about the IT services business. The book is a complete seller's and buyer's guide for today's market. Sellers will learn how to do analysis on the target market, form the right bid team, partner with relevant influencers and create unique go to market strategies for finding qualified IT services and outsourcing deals. Both buyers and sellers will learn how to define appropriate engagement models, create pricing and financial structures, form well defined contracts, negotiate effectively, institute transition best practices and govern the entire program with success. As a testament for its quality, this book is endorsed via back cover blurbs, advanced praise and foreword by top leaders of major IT services organization like NASSCOM, International Association of Outsourcing Professionals (IAOP), Outsourcing Institute (OI); executives of top IT services companies like Perot Systems, CSC and others; and analysts from major advisory firms like Black Book of Outsourcing and Ovum Consulting. Packed with witty anecdotes, insights and lessons for the practitioner from the authors' own and other experts' experience and stellar trade performance, Dutta and Folden's work is a vital read for customers, vendors, advisors and anyone involved in today's complex IT services and outsourcing deals.

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Editorial Review

Review
The mega-deal is the holy grail of the IT industry, the engine that drives the outsourcing industry. Anirban and Hetzel, veterans of such deals, have in this book laid bare the secrets of the trade. With their experience and an ability to distill the essence of the process, they have captured the key elements of deal making.
-- **Kiran Karnik**, *Former President, National Association of Software and Services Companies (NASSCOM)*

Winning strategic deals requires world-class application of pursuit management, sales engineering and program delivery. Anirban and Hetzel take us through the entire deal-making process that needs to be worked in sync in order to win strategic outsourcing deals.
-- **Michael F. Corbett**, Chairman, International Association of Outsourcing Professionals (IAOP)

Our global networked economy makes formation and management of outsourced relationships not only complex but increasingly critical as a business competency. It requires distinctive skills, a new brand of collaborative leadership, shared tools and systems, and readiness to learn. This book is part of that learning experience.
-- **Tim Cummins**, *President and CEO, International Association for Contracts and Commercial Management*
(IACCM)

Hetzel and Anirban share their quick wit and remarkable insights as pioneers in our industry. Their gift for blending the art and the craft of deal making in a pragmatic and enjoyable read will provide inspiration and insight to generations of future deal makers to come.
-- **Russ Owen**, *President of Managed Services Sector, Computer Sciences Corporation (CSC)*

Reading this book won’t turn an average salesperson into an elephant hunter, but it will give a lot of solid advice on how to chase the elusive big game deals.
-- **David Mitchell**, *Senior Vice President, Ovum Consulting*

This book acts as both roadmap and guide for those seeking to sell large outsourcing deals. It’s a must-read for serious players in this space.
-- **Frank Casale**, *Founder and CEO, Outsourcing Institute*

From the Inside Flap
Competition for winning large outsourcing deals has become fierce and sophisticated. The focus of this book is on proven and innovative strategies taken straight from the deal makers’ den for winning high-value outsourcing deals. This book will appeal to you if you are interested in:

• Finding and selling large outsourcing deals to new and existing customers
• Aligning your organization and choosing the right pursuit team to win deals
• Leveraging influencers like Third Party Advisors (TPA’s), analysts and bankers to help your deals
• Pricing and structuring deals by using innovative financial modeling and tax arbitrage techniques
• Creating and negotiating contracts that will help you benefit from the upsides and protect from the downsides
• Post sales transition and governance

It is a must-read for everyone involved in large and strategic deals—customers, vendors and advisors.

From the Back Cover
The Mega-deal is the holy grail of the IT industry, the engine that drives the outsourcing industry. Anirban and Hetzel, veterans of such deals, have in this book laid bare the secrets of the trade. With their experience and an ability to distill the essence of the process, they have captured the key elements of deal making. - **Kiran Karnik, Former President, National Association of Software and Services Companies (NASSCOM)**

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Grady Long:

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