

The Capture is Where You Win

Simply put, the one who influences the customer and RFP the most is almost always the one who wins the bid.

Benefits of applying our proven Capture Management process & leadership include:

Ensuring focus is on forming solutions aligned with customer needs & requirements, as opposed to selling what you have on the shelf

Helping eliminate costly false starts and duplication of efforts that drain precious resources

Reducing overall costs for capture and proposal efforts

Improving win rates

Increasing the skills & knowledge of your organic organization

Integrates proposal leadership into capture team, ensuring a smooth transition to the proposal phase

Can you afford not to put your company in its best position to win?

Capture Management

Effective capture management is the key to raising your Probability of Win (Pwin) during the critical time between deciding to pursue an opportunity and proposal submission—and beyond (when you need to keep a program sold).

Working with your executive team, our capture management professionals provide the proven, effective, experience-based leadership needed to guide your capture team by:



- Working with them in developing and implementing an effective, comprehensive capture plan that includes:
 - Customer intelligence gathering and assessment
 - Competitor intelligence gathering and assessment
 - Tradeshow intelligence gathering and assessment (as needed)
 - Customer contact plan
 - Marketing and communications plan
 - Financial and business aspects of the capture/program
 - Price-to-Win plan
 - Win Strategy Implementation Plan
 - Contingency Plan
 - Solution Development Plan
 - Risk Management Plans (both internal capture and customer risks)
 - Executive briefings
- Ensuring sound, fact-based customer and competitive analysis
- Coaching your team in developing and executing win strategies
- Developing and increasing organic capture management capabilities
- Ensuring the smooth transition into the proposal phase
- Contributing as a key member of your proposal development team

Using our proven Strategic Acquisition and Bid Readiness (SABR) approach to measure, track, and help improve the effectiveness of your capture, our capture management consultants can help maximize your Pwin.