

Capturing Federal Business: Course Overview

Increase your win potential while balancing risk and investment by implementing a formal capture management process:

1. Identify, articulate, and implement effective capture strategies
2. Influence the preferred solution and align with customer objectives
3. Develop capture leaders who know how to win

Formal capture management is the organized process of planning, organizing, leading, and managing a pursuit to increase win potential. Capture management requires end-to-end commitment and leadership to carry the effort through to the WIN and throughout program execution.

Workshop Description

This 2-day interactive workshop builds practical skills through lecture, discussion, simulations, and exercises.

While learning a proven capture process, participants learn to use tools and disciplines to develop winning strategies and then implement those strategies through their capture teams by:

- Understanding customers' buying problems, their value considerations, and their selection process
- Analyzing the customer's environment, needs, and requirements
- Using proven methods to assess competitive positions with the customer
- Building strategies that maximize win probability at the capture phase of the business development lifecycle
- Learning to turn strategies into actions that drive to the win

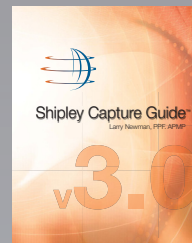
This workshop is part of the Winning Federal Business Series that includes *Writing Federal Proposals*, *Managing Federal Proposals*, and other workshops aimed at building skills and improving performance.

Who Should Attend	Workshop Length	Workshop Material
Senior Executives	2 Days	Workshop Manual
Program Managers	2 Units	Capture Management Tools
Capture Managers		Shipleys Capture Guide
Proposal Managers		
Campaign Managers		

The Challenge

Talented individuals can win ordinary programs, but teams are needed to win strategic opportunities. Are you confident that you can assemble and manage capture teams that consistently capture “must-win” business?

The risks and costs to win complex strategic programs are increasing. Implementing industry “best practices” using proven tools and disciplines is essential. Deploying and managing an effective, efficient capture process are the only practical ways to consistently win with an acceptable investment.



Organized around 21 topics, the Third Edition *Capture Guide* provides tools and templates to help organizations win business in varied selling environments.



Shibley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shibley has supported large and small companies in securing billions of dollars of Government and commercial contracts.

Consulting

Providing proven personnel and best practices to help clients succeed.

- Winning strategic, competitive bids to Government or business customers
- Establishing long-term customer relationships through market positioning or capture planning
- Evaluating the necessary infrastructure and processes necessary to compete on complex bids
- Augmenting proposal teams to provide “just in time” resources needed to produce a competitive proposal
- Managing a complete turnkey proposal effort
- Supporting program management and execution

Professional Development & Training

Offering a blend of learning solutions that help clients build internal capability and competence.

- Writing Federal Proposals
- Managing Federal Proposals
- Capturing Federal Business
- Winning with Past Performance
- Winning through Task Orders
- Managing Winning Reviews
- Winning in the Cost Volume
- Foundations of Proposal Development (online)
- Understanding the Business Development Lifecycle
- Winning Sales Proposals (Business to Business)
- Winning Executive Summaries (Classroom or CD)
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shibley University
 - Basic Certification
 - Advanced Certification

Tools and Products

Publishing a number of award-winning books, tools, and templates that help clients win business.

- Shibley Proposal Guide v4.0
- Shibley Capture Guide v3.0
- Shibley Business Development Lifecycle Guide
- Capture Planning Template
- Proposal Management Plan Template
- Proposal Development Worksheet
- 7-Phase Business Development Lifecycle – chart and description
- Executive Summary Planner
- Bidder Comparison Matrix
- Color Team Review Tools
- Compliance Matrix Template

Learn how Shibley can help you improve your business development effectiveness and success through a proven model of applying best practices. Call us or visit us at www.shibleywins.com.