

### 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.

### Price to Win: Course Overview

Price To WIN (PTW) involves both a strategy and a process for finding the price that wins a contract – the customer’s final trade off between capabilities and purchase price. To estimate the winning price before the purchasing decision, you must build your knowledge of the market, your target customer, your evolving capabilities, and your competitors’ evolving capabilities.

PTW is an integral part of the Business Development and Capture Planning process. PTW includes identifying, articulating, and implementing winning strategies designed to capture a specific business opportunity. In addition, it involves end-to-end commitment and leadership to carry the effort through to the win.

PTW is based on three main components that will support every type of capture opportunity regardless of size or complexity:

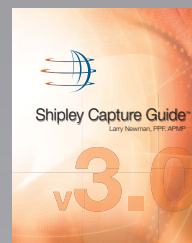
- Comprehensive knowledge of your customer’s needs and budget
- Competitive knowledge
- Your capabilities and financial needs

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		
Proposal Contributors		
Cost/Price Experts		
Business Development Professionals		

### 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 20 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](http://www.shibleywins.com).