

## Grow your business through targeted pursuits

Position to win – before the customer releases their request for proposal

An interactive workshop in which you will learn how to select and position for winnable opportunities

Participants will learn a proven process for capturing strategic business opportunities in any industry. Gain essential knowledge and skills that will prepare you for qualifying opportunities and strategically positioning your organisation for successful bids.

Are you:

- ✘ Engaging too late with the customer?
- ✘ Working with individuals who need clarity about what to do in capture?
- ✘ Pursuing too many opportunities for too long?
- ✘ Gathering lots of customer intelligence but not sure how to use it?
- ✘ Coordinating multi-disciplinary efforts to advance your position with the customer?

Learn how to:

- ✓ Know when to step in to influence the customer's decision by understanding their buying process
- ✓ Effectively allocate responsibilities based on a clear definition of the roles of capture planning
- ✓ Make defensible bid/no-bid decisions using Pwin (the probability of win) to prioritise where you focus your efforts
- ✓ Build a Win Strategy tailored to the customer using simple tools to analyse and apply your knowledge
- ✓ Maintain progress towards a winning position by developing and executing a capture action plan

This course is delivered over two days, with breakouts during each day to complete case study exercises.

### WHO SHOULD ATTEND?

- Capture Managers
- Opportunity Managers
- Business Developers
- Sales Professionals
- Sales Management
- Anyone who is responsible for capture planning and capture strategy.

*"This 2-day interactive workshop helps me understand how to qualify deals better, deliver the right messages to Clients and bring more value to both Clients and our business. Thank you!"*

*"Great course that has left me with practical techniques and a heap of great resources"*

Feedback from *Capturing New Business* workshop participants



## COURSE CONTENTS

### What is Capture?

- Capture in the Business Development Lifecycle
- Key decision gates
- The Capture Manager role

### Identifying and qualifying an opportunity

- Identify opportunities early
- Match each opportunity to your market strategy
- Qualifying an opportunity
- Exercise: Share your favourite qualification approaches
- Make the Interest Decision
- Understand probability of winning
- Create a Capture Plan 22
- Exercise: Starting the Capture Planner
- Exercise: How, not what, you sell

### Understanding your position

- Understanding the customer
- Identify and clarify customer hot buttons
- Identify influencers and decision makers
- Exercise: Listing hot buttons
- Assessing the competition
- Examine information carefully and reassess regularly

- Exercise: Completing Section 4 Competitor Assessment in your Capture Plan
- Making the Pursuit Decision
- Assessing our own capability
- Prepare and update a Bidder Comparison Chart

### Building a win strategy

- Capture vs proposal strategy
- 4. Developing a win strategy
- Exercise: Developing strategy statements
- Winning as the incumbent
- Strengthen strategy with an internal Blue Team (Win Strategy) Review
- Test your win strategy with customer stakeholders
- Align win strategy with a *value proposition*
- Pricing to win
- Making the Preliminary Bid decision
- 5. Developing action plans
- Action plans in the Capture Plan template
- Exercise: Starting action planning
- Action plan execution and monitoring
- Resolving solution gaps

- Develop a bid justification briefing to management

### Transitioning from capture to proposal development

- Making the Bid Validation decision
- Handing over to the Proposal Team
- Participating in Colour Team reviews

## WORKSHOP MATERIAL

- Shiple Capture Guide
- Shiple workbook with slides
- Tools and templates



## DIGITAL BADGE AND ACCREDITATION

On completion of the workshop you will receive a **digital badge** which you can share via social media.



This training can also start you on the path to Shiple accreditations in the BD Lifecycle Leadership, Strategy Development and Capture Planning subject areas.



*BD Lifecycle Leadership*



*Strategy Development*



*Capture Planning*

For more information about how to achieve accreditations, go to [www.shiple-accredit.me](http://www.shiple-accredit.me)