

“Excellence is the gradual result of always striving to do better” –Pat Riley

Our CPRI methodology has proven itself a key leading indicator of both capture and proposal success.

In the 22+ years of using this assessment tool, those efforts with a rating of 70% or higher have won 96% of the time. Those efforts with a rating of less than 60% have lost 84% of the time.

Increasing your capture effectiveness provides you with numerous benefits, including:

- Lower capture and bid & proposal costs
- Lower proposal cost per page amounts and increased productivity
- Greatly improved proposal win rates

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

Capture Effectiveness Assessment

Are your capture efforts as effective as you intended them to be? Are you sure? If not, we can assess your capture plan, its execution, and its work products/results using our time-tested Capture and Proposal Readiness Indicator (CPRI) tool to identify areas where you can make changes that can substantially improve your Probability of Win (Pwin).

Developed more than 20 years ago, we use our CPRI assessment tool to perform a gap analysis of your capture effort against the best practices of our Strategic Acquisition and Bid Readiness (SABR) approach that has an over 25 year history of achieving new business capture success. In assessing your capture effort, we look for ways you can improve your overall capture management performance by:

- assessing capture activities and identifying areas where you are achieving successes and where you can make improvements.
- providing an overall CPRI rating, and offering recommendations to help you improve identified areas of weakness.
- working with you to address key findings, including customer and competitive intelligence, strategy development, teaming arrangements, solution development, price-to-win, or other areas.

Our capture assessment process looks at several key areas of your capture effort to help identify those key items that have proven to impact a company’s Pwin. These areas include:

Customer Knowledge

- Decision Makers
- Realness of Opportunity
- Acquisition Timeline
- Funding Status

Focusing on how well your team understands all of the different customers/customer segments and their associated decision makers, the realness of the opportunity, the customer’s acquisition timeline and key events/activities needed prior to contract award, and level of funding analysis.

Focusing on activities associated with identifying the customer’s spoken and unspoken needs, the source/history of those needs, and obtaining the Voice of the Customer.

Understanding of Customer Need

- Needs Identification
- History of Need
- Voice of the Customer/Hot Button Analysis

Customer Acquisition History

- Acquisition History
- Acquisition Trends/Preference
- Acquisition Methodology

Focusing on understanding how the customer has historically trended in their purchasing decisions, their preferences for this acquisition, and their expected acquisition methodology.

Focusing on the output or approach to your capture team’s CI/CA efforts and Win Strategy development efforts.

Capture/Strategy Planning & Development

- Customer & Competitor Black Hats
- Capture Strategy Development Session