

Capture Management Training Course

Preparing to Win

Whether you are preparing for your first capture or your 50th, this training ensures that every capture team member understands their specific role and the critical importance the capture team plays in winning new business.

Benefits of this course include:

▶ Clearly demonstrating your executive-level support of their effort

▶ Ensuring each team member understands the various roles and responsibilities within the team

▶ Providing key metrics to allow your Capture Manager to effectively track their team's performance

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

This course specifically focuses on developing the skills needed to effectively capture new competitive business opportunities. Our experienced capture management professionals – who successfully used the techniques presented here to capture new business in the past – designed and teach this course. Following is the course outline.

Capture Management

This course focuses on understanding the various roles and responsibilities on any capture team, with an emphasis on the capture process itself and use of the various tools and templates associated with capture efforts.

Length	One day
Delivery Method	On-site, instructor-led training course
Who Should Attend	Designed specifically for business development, program management, technical management, operations / planning, and financial analysis team members who will be involved in the capture process
Course Synopsis	<p>An Introduction to Capture Management – What capture management is, the capture management process, and where capture management fits within an overall new business acquisition process</p> <p>Role of the Capture Manager – Understanding the critical roles and responsibilities of the Capture Manager</p> <p>Understanding the Capture Team's Roles & Responsibilities – An in-depth look at the various roles and responsibilities of each key capture team member</p> <p>A Look at the Capture Process – A review of the various steps within the capture process, with explanation of each major steps critical actions and expected deliverables</p> <p>Developing an Effective Capture Plan – Presentation of the various elements of a capture plan, and their associated templates used to collect and disseminate information throughout the capture process and how to measure a capture plan's effectiveness</p> <p>Obtaining Customer & Competitor Intelligence – A look at various tools and methods used to obtain critical data needed to execute an effective capture</p> <p>Understanding the Importance of Price-to-Win – A general review of Price-to-Win (PTW) analysis and the capture team should interact with and use the output of the PTW process</p> <p>Positioning the Win With Your Customer – Discussion on how your capture team can use their win strategies to influence the opportunity ahead of Request for Proposal (RFP) release</p> <p>Improving Upon the Capture Process – A discussion of how every capture effort should be reviewed to discover new learning opportunities and improve your company's future captures based upon an honest self-evaluation of the capture team's performance.</p>