

*Thus it is that in war the victorious strategist only seeks battle after the victory has been won, whereas he who is destined to defeat first fights and afterwards looks for victory. –Sun Tzu*

From the moment you decide to pursue a business opportunity you begin in earnest to collect data points about your customer, your competitor, and yes, even yourself.

Using our proven Capture Strategy Development process, our experienced capture consultants can help you achieve these benefits:

- ▶ Provides another opportunity to validate all your capture data
- ▶ Centralizes all capture data, strategies, and actions for communication ease
- ▶ Capture team ends up with a cohesive, actionable Win Strategy and Implementation Plan
- ▶ Provides a useful information baseline for proposal pre-planning phase

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

## Capture Strategy Development

Here you are; less than a year before the customer's stated Request for Proposal (RFP) release date. Your capture team has done a good job obtaining as much customer and competitor intelligence as possible at this stage of the process. You believe you understand your customer's requirements, their desires or needs, the procurement processes they'll use, and their hot buttons (those things that keep them awake at night). Your team has also performed competitor black hat sessions for each of your three major competitors. You have identified their strengths, weaknesses, teaming arrangements, and their most likely approaches to attempt to position themselves with the customer.

Now it's time to bring all those data points together, validate them as a team, and develop the Win Strategies and implementation plan your team needs to maximize your Probability of Win (Pwin).



Our Capture Strategy Development Session (C-SDS) first focuses your capture team on understanding the customer, their needs and requirements; followed by an in-depth assessment of each competitor's strengths and weaknesses (including your own), ending with a defined set of capture strategies to place you in your best position to win.

Normally, a C-SDS happens no later than six to eight months prior to the RFP's arrival date, to ensure sufficient time to execute on the strategies developed. Participants should include capture team members and any non-capture team experts (both from within and outside your company) with selection based on their customer, competitor, products, and technology knowledge and their ability to assess the capture plan critically. Key activities performed during the session include:

- **Program Overview** – Achieves a common understanding by everyone
- **Customer Analysis** – Detailed analysis & requirements identification
- **Program Elements Analysis** – Breakdown of everything and everyone needed to execute the program
- **Competitor Analysis** – Detailed analysis of all competitors and potential teaming, including your own company
- **Features, Benefits, & Proofs Exercise** – Identifies where your strengths and discriminators exist
- **Win Strategy Development** – All strategies & associated actions needed

Our experienced capture professionals helps focus your team on improving their competitive position by identifying the various business, technical, marketing, and other Win Strategies you can employ to influence the customer and their upcoming RFP.