

***“...with a little help  
from my friends”***

We want you to do more than just *get by* when it comes to your next new business pursuit.

We designed our capture team coaching and support services with the flexibility to give you that extra help you need to reach the very pinnacle of capture success.

Advantages of using our capture support services include:

- ▶ Cost effectiveness
- ▶ Access to industry experts
- ▶ Ability to augment your capture team with specialists for a specific need
- ▶ Obtaining an objective view of your capture plan and its effectiveness

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

## Capture Team Coaching and Support



Are you putting together a capture team to pursue a strategically important “Must Win” deal? Are you concerned that your internal team members who do have real capture experience are just stretched too thin to take on more duties? Have you realized that while you have a solid business development group and proven program managers, your company just has not yet developed an organic capture capability? Then you are not alone. Companies of all sizes, in all corners of the world, often face the same challenges that you are facing now.

Winning Through Words can help augment your capture team by supplying an experienced, knowledgeable capture consultant to provide the assistance, guidance, mentoring, coaching, and support you need to maximize your Probability of Win (Pwin).

Our consultants can work with your capture team to:

- Review and assess your capture plan and its effectiveness,
- Help you build and implement all or a specific portion of a capture plan,
- Serve as external reviewers to validate customer and competitive intelligence data,
- Serve as a value-added member of your capture team to perform any of the numerous capture team roles and responsibilities you need to get done,
- Provide your team with effective capture training as a team or on an individual basis – depending on your team’s needs.

Contact us with your particular need and let us show you how we can cost effectively maximize your Pwin today and increase your organic capture capabilities for the future.