

**Training is an
Investment in Your
Future Success**

At the end of the day, as important as it is to maintain customer focus and develop solutions that meet or exceed their needs and focuses on providing benefit to the customer instead of pleasing yourself, your management team, your capture team's primary goal is maximizing your company's Probability of Win (Pwin).

Some of the benefits you should expect from our capture training services include:

- ▶ Improved capture effectiveness
- ▶ Increased productivity
- ▶ Improved, customer-focused, solutions
- ▶ Better bid/no bid decision-making
- ▶ Improved estimating
- ▶ Improved information flow/communications throughout the pursuit
- ▶ Reduced expense/cost of capture activities

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

Capture Training

Effective capture management is the key to raising your Probability of Win (Pwin) during the critical time between deciding to pursue an opportunity and proposal submission—and beyond (working to keep a program sold). In today's environment of decreasing budgets – resulting in fewer procurement opportunities – it is more important than ever to maximize your team's ability to influence your prospective customer and their upcoming Request for Proposal (RFP).

Seldom will your company be able to field a capture team consisting entirely of senior, well-trained, experienced team members who have successfully worked together on previous captures.

Leveraging over 30 years of business development and capture management experience, we offer several one-half or full-day courses covering a broad spectrum of business development, process, capture planning, and capture management topics. Listed below is each available course, a summary description, and length. Each course is an instructor-led event with many including hands-on and group exercises to help reinforce learning.

Course Name	Summary Description	Length
Capture Management	Focuses on understanding the various roles & responsibilities on any capture team, with emphasis on the capture process itself & use of the various tools, plans, & templates associated with capture efforts	One Day
Implementing Strategic Bid & Proposal Readiness (SABR) In Your Workplace	A comprehensive review of our SABR approach & how it can be customized for your company's use and its associated templates, forms, & performance metrics available	One Day
Bringing It All Together—A Practical Approach to Successfully Merging BD, Capture, & Proposal Teams	Shares proven tools, techniques, & approaches to merging business development, capture, price-to-win, and proposal teams together throughout the capture and proposal process. Instructor helps to both educate members of these various teams on the roles & responsibilities of the other team members and how their specific activities and deliverables work together to improve upon the overall Probability of Win (Pwin)	Half-Day
Using the Capture & Proposal Readiness Indicator Tool	Hands-on training course addressing implementation of our CPRI assessment tool within your organization	Half Day

Contact us for any of your acquisitions, capture, or proposal management training needs.