



APMP California Capture Adventure Strategy

How are we going to win?

Welcome!

Thanks for being part of the adventure!



Marie
APMP Professional
Development Chair



Heather
APMP California Chapter Chair

CAPTURE AND BUSINESS DEVELOPMENT CONFERENCE

JANUARY 28, 2021 | ONLINE





TIME ZONES			TRACKS	
GMT	Eastern, U.S.	Pacific, U.S.	Track 1	Track 2
9:00am	4:00am	1:00am	Europe Opening Welcome - Rick Harris, CF APMP, CEO of APMP	
9:05am	4:05am	1:05am	How to Build a Capture Function From Scratch <i>Nicki Dodds, CF APMP, WSP</i>	Utopia: How Capture, Proposal and Business Developments Could and Should Work Together For Wins <i>Jeremy Britin, CF APMP, Growth Ignition</i>
9:50am	4:50am	1:50am	Capture: Balancing Discipline and Flexibility for Agility <i>Eve Upton, CAP APMP, BidCrafter</i>	Optimizing LinkedIn Pages for Your Business <i>Pippa Birch, CPP APMP, Pipster Solutions, Ltd.</i>
10:35am	5:35am	2:35am	Product Demo by Strategic Proposals	
10:45am	5:45am	3:45am	Capture Plan? Yes You Can! - Lorraine Baird, CPP APMP, Strategic Proposals	
11:30am	6:30am	3:30am	Power 1/2 Hour: The Key to Inter Departmental Collaboration: Breaking Down Silos For A Win <i>Nic Adams, CP APMP Fellow</i>	
12:00pm	7:00am	4:00am	How to Prepare for the Capture Practitioner Exam - A European Perspective <i>Tony Birch, CPP, APMP Fellow & William C. McRoy, Award Winner, Shipley UK</i>	
12:45pm	7:45am	3:45am	Product Demo by Cella	
12:55pm	7:55am	3:55am	Break	
1:55pm	8:55am	5:55am	US Opening Welcome - Krystin Macomber, CP APMP Fellow, Burns & McDonnell, APMP Chair	
2:00pm	9:00am	6:00am	Process, Process, Process: Capture Best Practice Is Your Starting Line to a Win Every Time <i>Joy Herther, CPP APMP Fellow, BAE Systems</i>	Building a Culture of Customer Success <i>Mike Walsh, CF APMP, EY</i>
2:45pm	9:45am	6:45am	Why Every BD and Capture Team Should Ensure Diversity <i>Stephanie Spears, CPP APMP, EF Johnson Technologies, Inc.</i>	
3:35pm	10:35am	7:35am	Building Better Capture Relationships Online <i>Jennifer Namvar, Lokios</i>	Working With/Managing Remote Teams <i>Mark Wigginton, CP APMP, Shipley Associates</i>
4:20pm	11:20am	8:20am	10 Steps to Improving Your RFP & Due Diligence Questionnaire Responses <i>Nik Fuller, Offering Analyst, OneTrust Vendorpedia</i>	
5:05pm	12:05pm	9:05am	Product Demo by OneTrust	
5:15pm	12:15pm	9:15am	Western US Welcome - Mike Walsh, Past Chair APMP	
5:20pm	12:20pm	9:20am	Keynote: Winning in the Corporate World <i>Graham Ablett, CPP APMP, Strategic Proposals</i>	
6:05pm	1:05pm	10:05am	Capture Planning LIGHT (the must have, simple way to get your capture plan started) <i>Krystin Macomber, CP APMP Fellow, Burns & McDonnell</i>	Aligning Sales and Marketing for the WIN <i>Carl Anderson, CF APMP, R&O Construction</i>
6:55pm	1:55pm	10:55am	Product Demo by Shipley Associates	
7:05pm	2:05pm	11:05am	Panel: The Future of Winning	
7:50pm	2:50pm	11:50am	How to Prepare for the Capture Practitioner Exam - An American Perspective <i>Heather Kirkpatrick, CP APMP, PRIDE Industries</i>	How to Create a Prospecting Experience Worth Your Buyers Time <i>Dan Maslin, Hintz Consulting</i>
8:35pm	3:35pm	12:35pm	Power 1/2 Hour: The Power of Competitive Intelligence <i>Charlie Dvino, CPP APMP Fellow</i>	
9:05pm	4:05pm	1:05pm	Product Demo by SMA	
9:15pm	4:15pm	1:15pm	Keynote: Top 5 BD Techniques to Crush The Competition <i>Mike Parkison, CPP APMP Fellow, 24 Hour Company</i>	
10:05pm	5:05pm	2:05pm	The Genesis Work <i>Dave Patterson, Senior Vice President, Strategic Accounts, SMA, Inc.</i>	
10:50pm	5:50pm	2:40pm	Process, Process, Process: Capture Best Practice Is Your Starting Line to a Win Every Time <i>Joy Herther, CPP APMP Fellow, BAE Systems</i>	Utopia: How Capture, Proposal and Business Developments Could and Should Work Together For Wins <i>Jeremy Britin, CF APMP, Growth Ignition</i>
11:35pm	6:35pm	3:35pm	Optimizing LinkedIn Pages for Your Business <i>Pippa Birch, CPP APMP, Pipster Solutions, Ltd.</i>	Business Development Session <i>Information Coming Soon</i>

CBDC Schedule of Events

<https://www.apmp.org/page/cbdc21agenda>

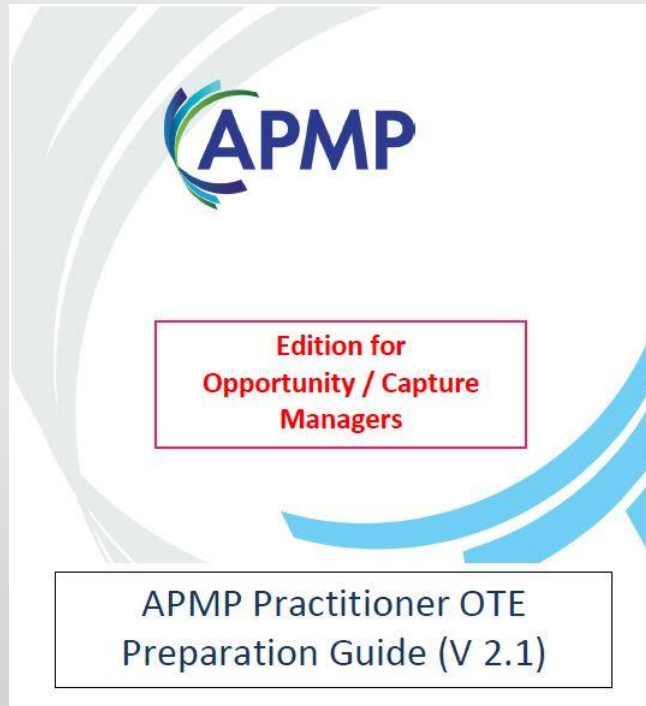
APMP CAPTURE PRACTITIONER CERTIFICATION

<https://www.apmp.org/page/CapturePractitioner>


APPROVED TRAINING ORGANIZATIONS

<https://www.apmp.org/page/AccreditationATOs>

Takeaways



[https://www.apmp.org/resource/resmgr/certification/APMP Opportunity & Capture P.pdf](https://www.apmp.org/resource/resmgr/certification/APMP_Opportunity_&_Capture_P.pdf)



Appendix B - APMP Industry Glossary of Terms (Version 6)

This glossary has been compiled by interviewing more than 50 industry experts from around the globe, polling more than 750 APMP members, and gathering contributions from the writers, reviewers, and editors of the new APMP Body of Knowledge. This glossary includes more than 200 terms that cover a wide spectrum of business development activities with an emphasis on opportunity and proposal development.

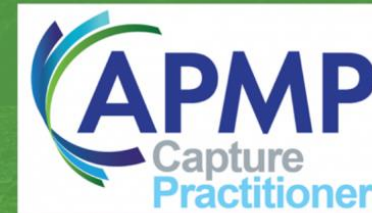
Term	Equivalent or Corresponding Terms	Definition and Additional Information
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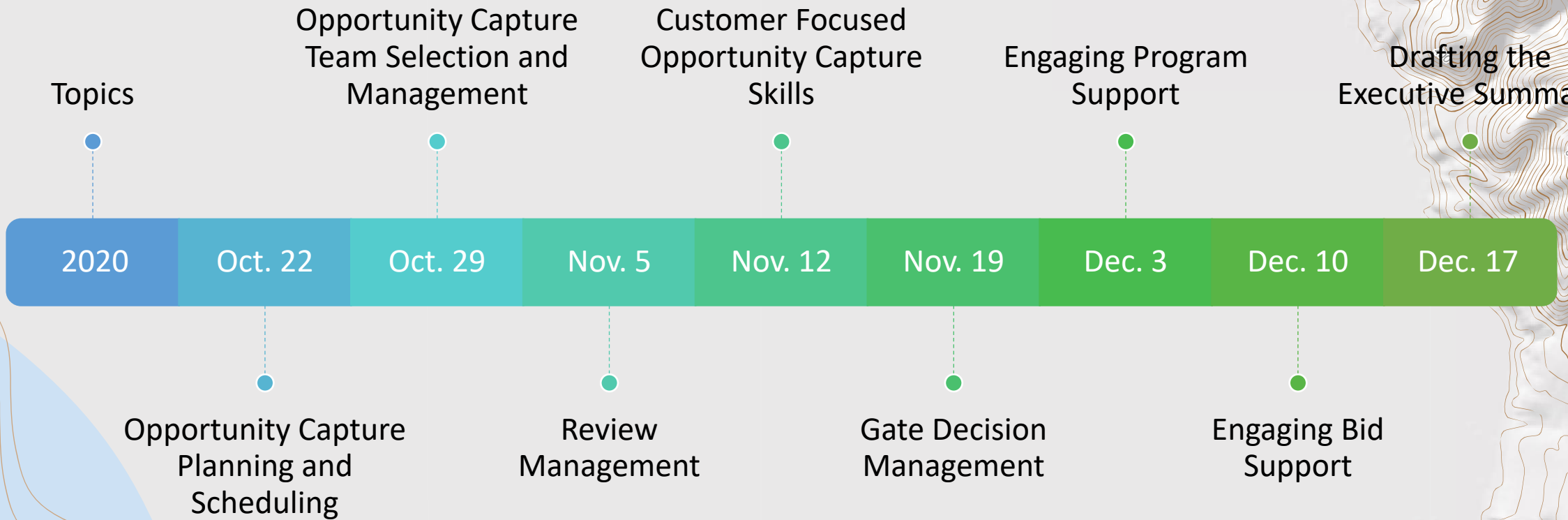


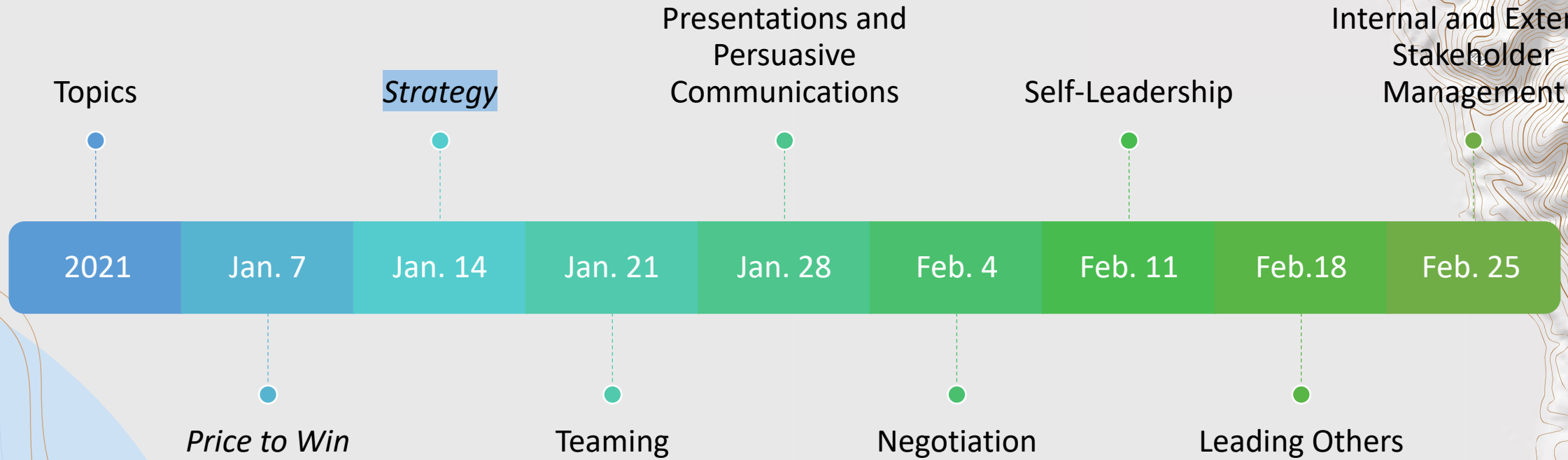
APMP CALIFORNIA CAPTURE ADVENTURE SERIES

EVERY THURSDAY ON ZOOM | 9:30 - 10 AM
OCT. 22 - FEB. 25

JOIN US FOR A WEEKLY 30-MINUTE
POWER HALF-HOUR TO PREPARE FOR THE
APMP CAPTURE PRACTITIONER CERTIFICATION!

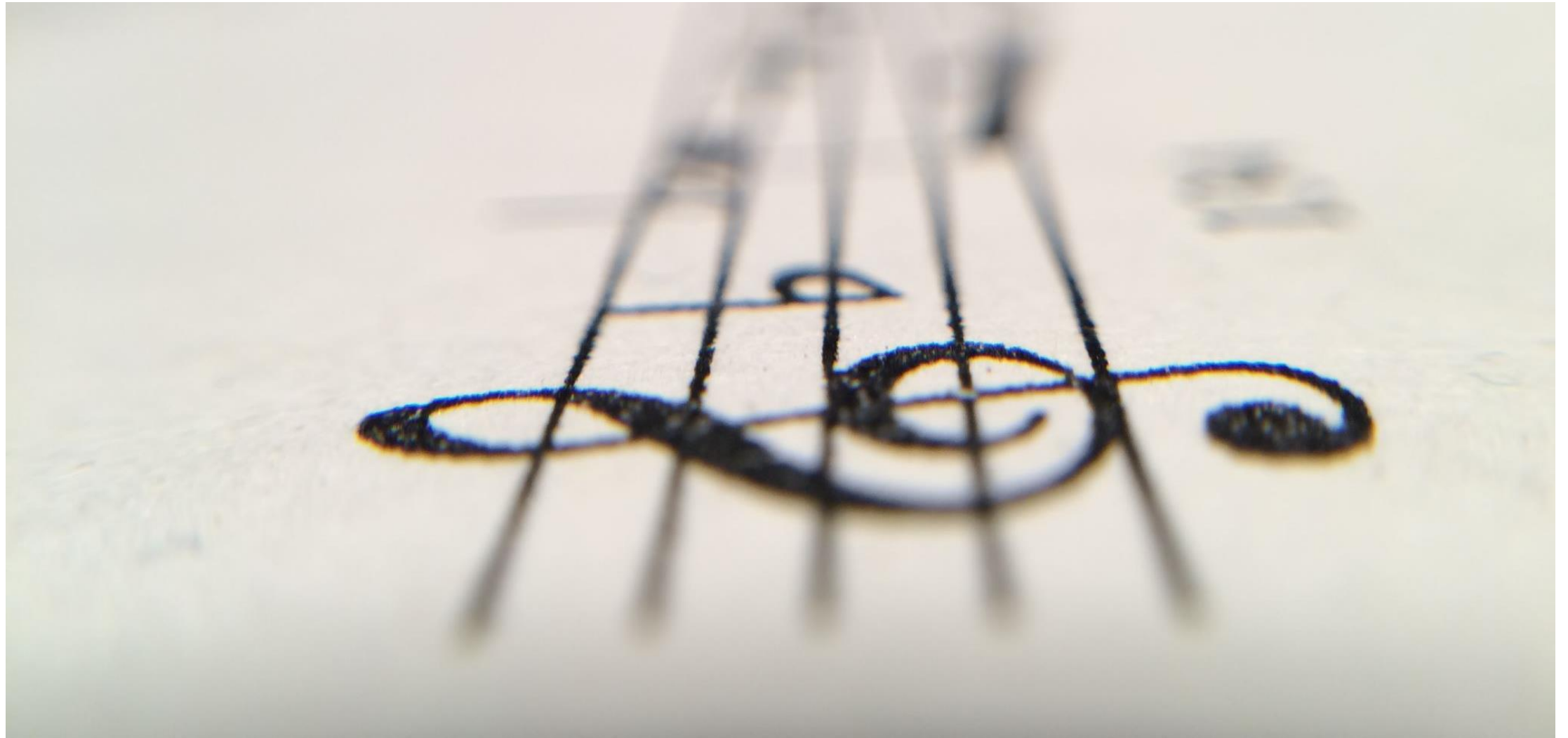






APMP Capture Exam

- The APMP Capture Practitioner syllabus contains 8 key competency syllabus areas covering:
 - Question 1 – Planning and scheduling
 - Question 2 – Team selection and management
 - Question 3 – Managing decision gates and reviews
 - Question 4 – Developing and managing tactics
 - Question 5 – Developing and managing strategy
 - Question 6 – Developing Price-to-Win
 - Question 7 – Preparing for managing negotiations and presentations
 - Question 8 – Leadership and communication



An aerial photograph of the ocean at sunset. The sun is low on the horizon, creating a golden glow over the water. The waves are dark and textured, with white foam visible as they break. The overall mood is serene and contemplative.

Strategy

Strategy

①

Distinguish and apply 'strategy' at different phases of the business development process

②

Analyze the customer, the competitor and the organization capability using standard, universally understood, integrated and accepted tools

③

Define a specific sales Opportunity Capture objective after the pursuit decision to better focus on that unique opportunity capture

Strategy

4

Identify the customers buyers, and list their individual issues

5

Use consistent tools to arrive at a competitive solution that is aligned with the customer's issues and requirements

6

Develop a Bidder Comparison Chart to analyze how the customer organization perceives the organization versus the competitors in relation to key issues

7

Develop specific strategy statements that define specific actions, and show both what will be done and how it will be implemented

Strategy

8

Develop specific value propositions for each customer stakeholder for the opportunity capture

9

Create a price to win strategy to drive the solution development

10

Use trade-offs to validate the opportunity capture approach and ghost the competition

11

Implement and manage the strategy action plans

Strategy

An opportunity/capture strategy is a plan for achieving a goal. Strategy and tactics are often confused.

In the purest sense, the **opportunity/capture strategy** is your pre-engagement position; tactics are the actions you take to implement your strategy and to convey it persuasively. Both are required to win.



Strategy



Distinguish strategy at different phases of the business development process.

To craft and present an aligned message, all members of the selling team must agree to use a common process and common definitions:

Business strategy is an organization's plan to achieve overall business objectives.

Strategy

Market strategy is an organization's plan to achieve specific market objectives, typically involving multiple sales.



Strategy



Opportunity/capture strategy is the plan to win a specific defined opportunity.

Sales strategy should be identical to an opportunity/capture strategy—that is, it should be opportunity specific.

Win strategy is often used to describe the overarching actions required to win an opportunity. In reality, opportunity/capture strategy and win strategy are identical.

Strategy

Proposal strategy is a plan to write a persuasive, winning proposal.

The proposal strategy is a subset of the **Opportunity/capture strategy**.

The message is the same; only the tactical aspects of the implementation differ.



A dark green rectangular banner with a white and light blue circular logo on the left. The logo consists of three curved lines in white, light blue, and purple. To the right of the logo, the text "APMP Body of Knowledge" is written in a white, sans-serif font. "APMP" is in a larger font size than "Body of Knowledge".

APMP Body of Knowledge

<https://www.apmp.org/page/BOK>

Develop Opportunity Capture Strategy

<http://bok.apmp.org/bok/developing-opportunity-capture-management-strategy/>

Strategy

<http://bok.apmp.org/bok/strategy-and-win-themes/>

Negotiations

<http://bok.apmp.org/bok/negotiation/>

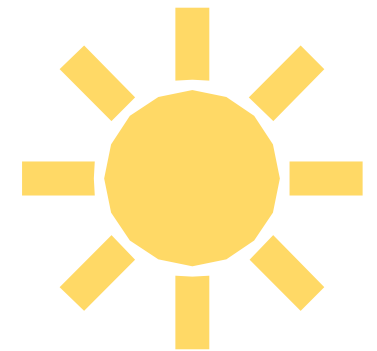
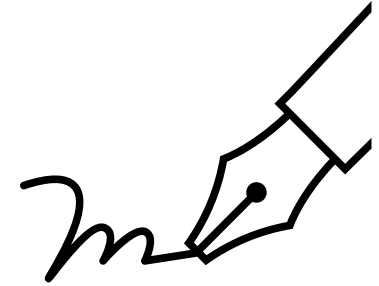
Stakeholder Engagement and Management

<http://bok.apmp.org/bok/stakeholder-engagement-and-management/>

Customer and Competitor Intelligence

<http://bok.apmp.org/bok/customer-analysis-competitive-intelligence/>

BOK Topics



Value Propositions

<http://bok.apmp.org/bok/value-propositions/>

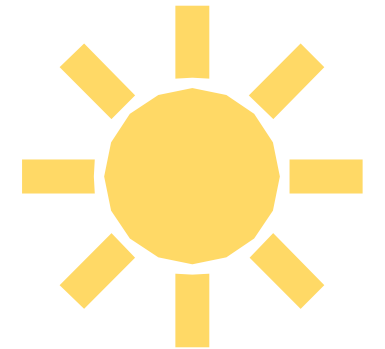
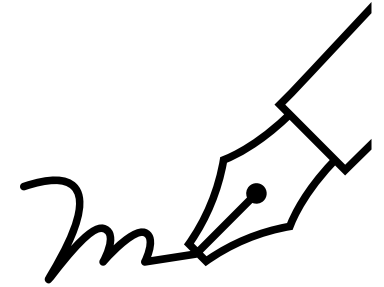
Develop a Business Case

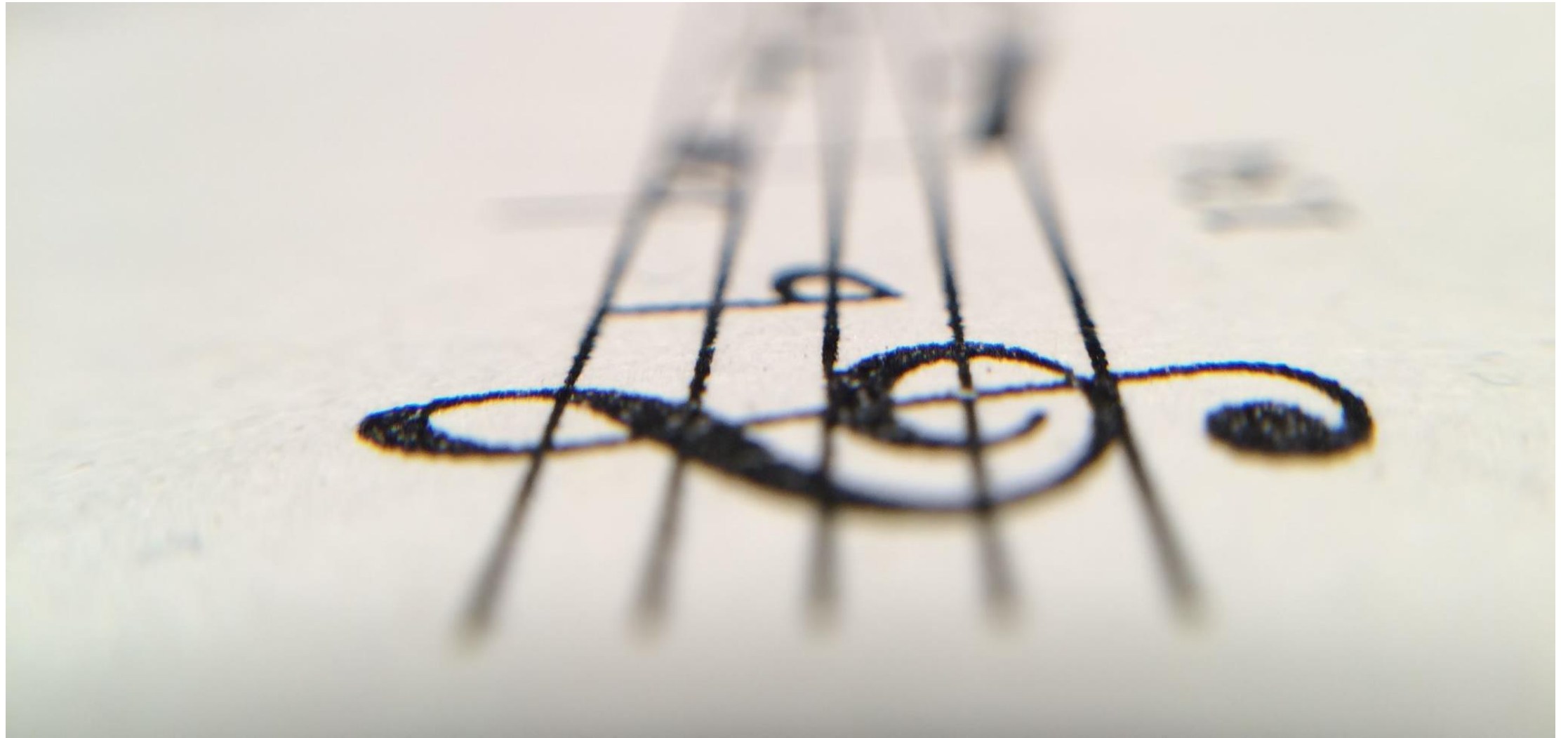
<http://bok.apmp.org/bok/developing-a-business-case/>

Opportunity Capture Plan
Development

<http://bok.apmp.org/bok/stakeholder-engagement-and-management/>

BOK Topics





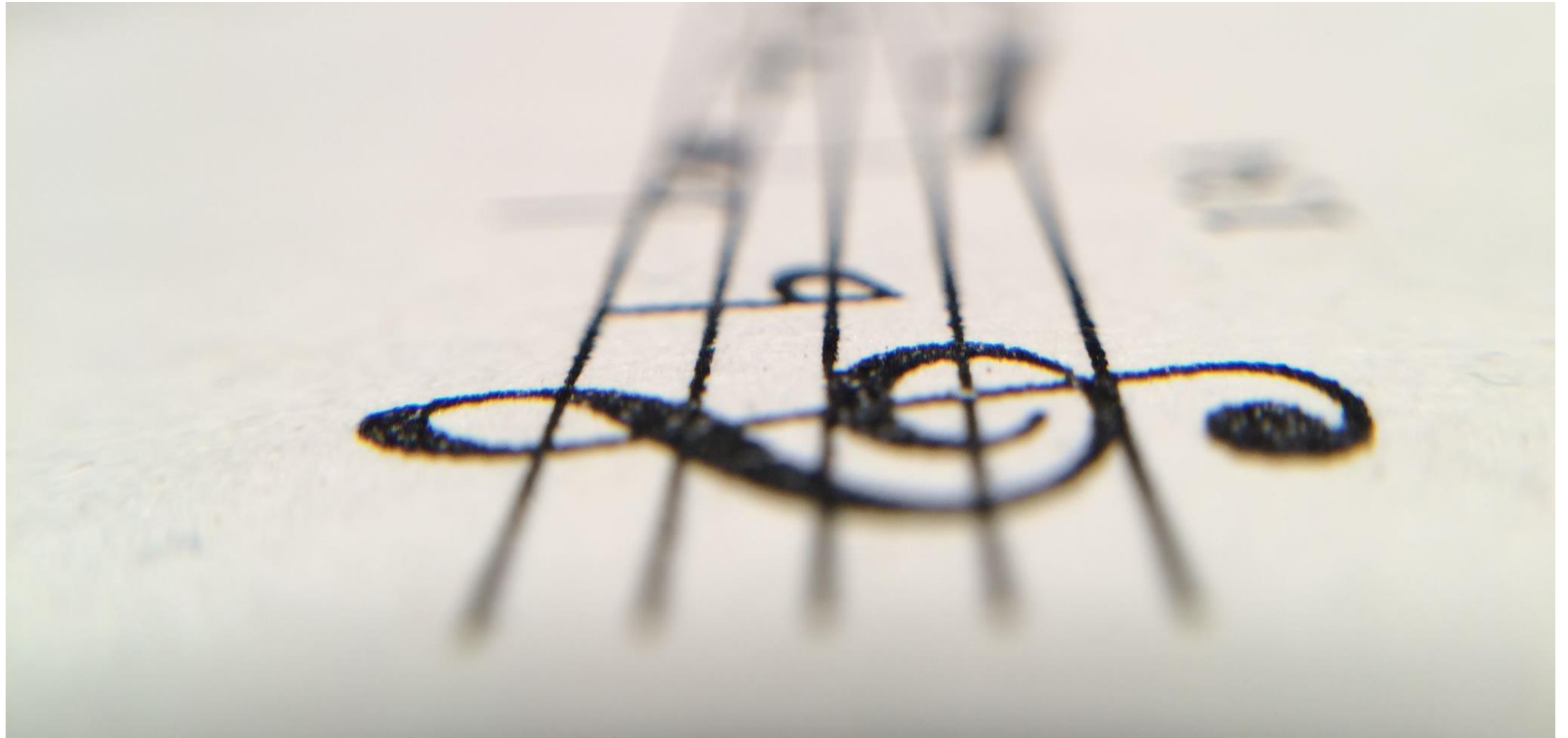


APMP California Capture Adventure

What can you take away?

A photograph of a sunset over the ocean. The sun is low on the horizon, creating a bright glow and casting long, dark shadows across the water. The text "Can you capture every moment?" is overlaid in white, centered on the image.

Can you capture every
moment?



Virtual Events Calendar

APMP Community Calendar

https://www.apmp.org/events/event_list.asp

APMP Webinars & Recordings

<https://www.apmp.org/page/APMPOnDemandStore>



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