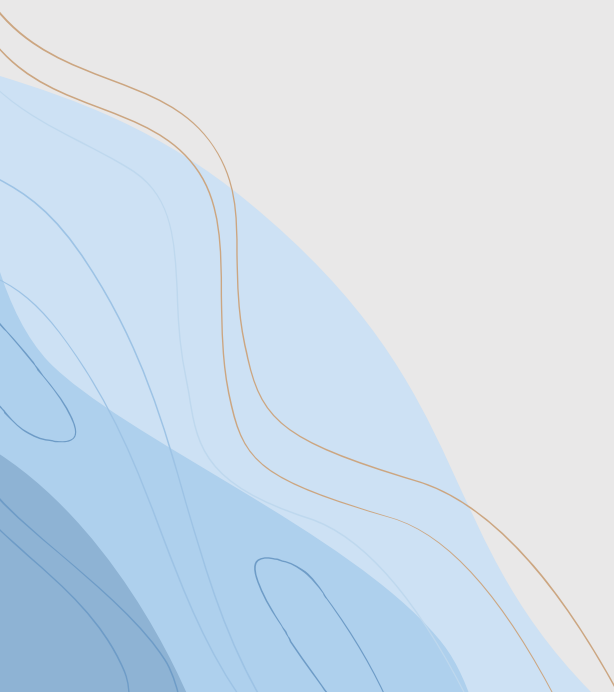




APMP California Capture Adventure Teaming Who is with us?



Welcome!

Thanks for being part of the adventure!

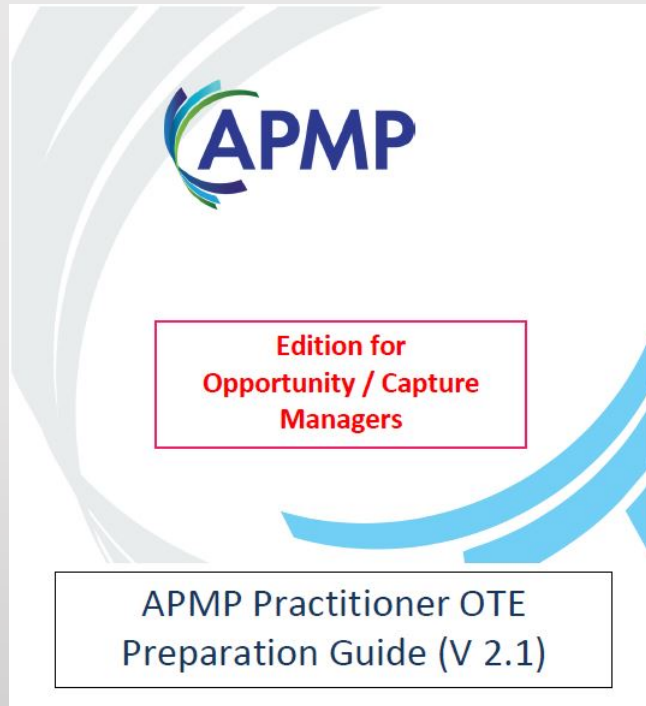


Marie
APMP Professional
Development Chair




Heather
APMP California Chapter Chair

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 |
|------|-----------------------------------|---------------------------------------|
|------|-----------------------------------|---------------------------------------|

APMP CAPTURE PRACTITIONER CERTIFICATION

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

APPROVED TRAINING ORGANIZATIONS

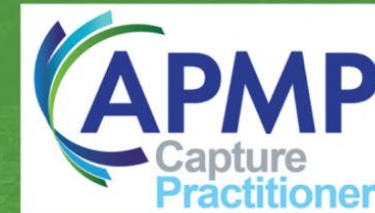
<https://www.apmp.org/page/AccreditationATOs>

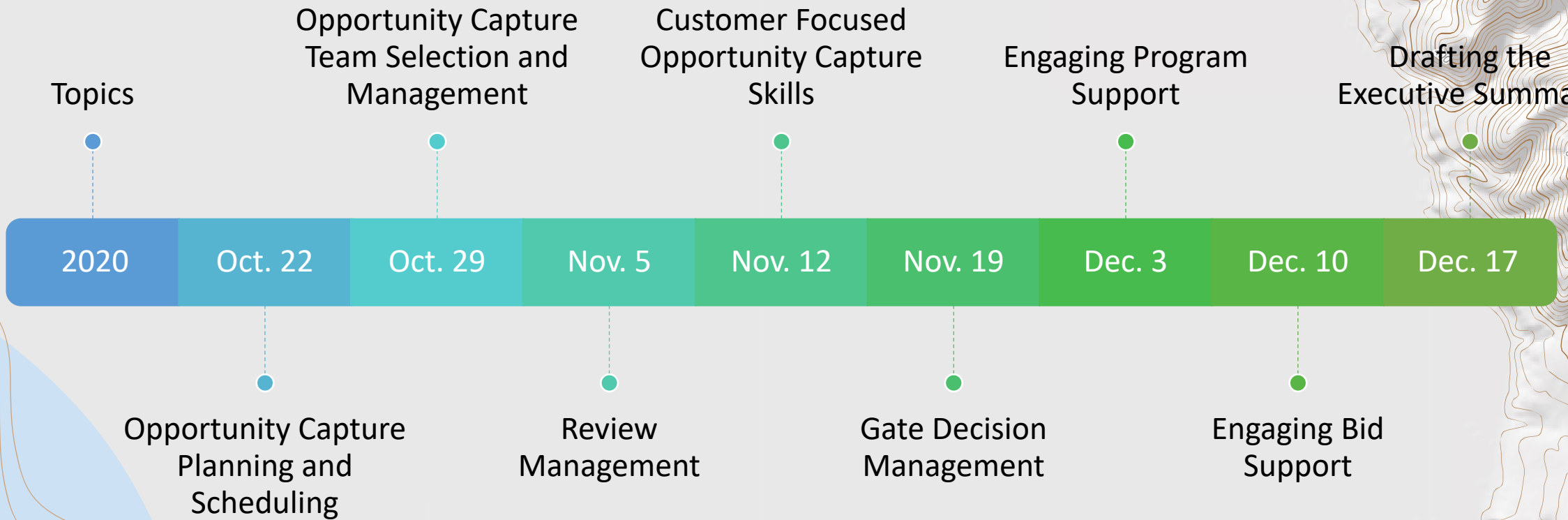


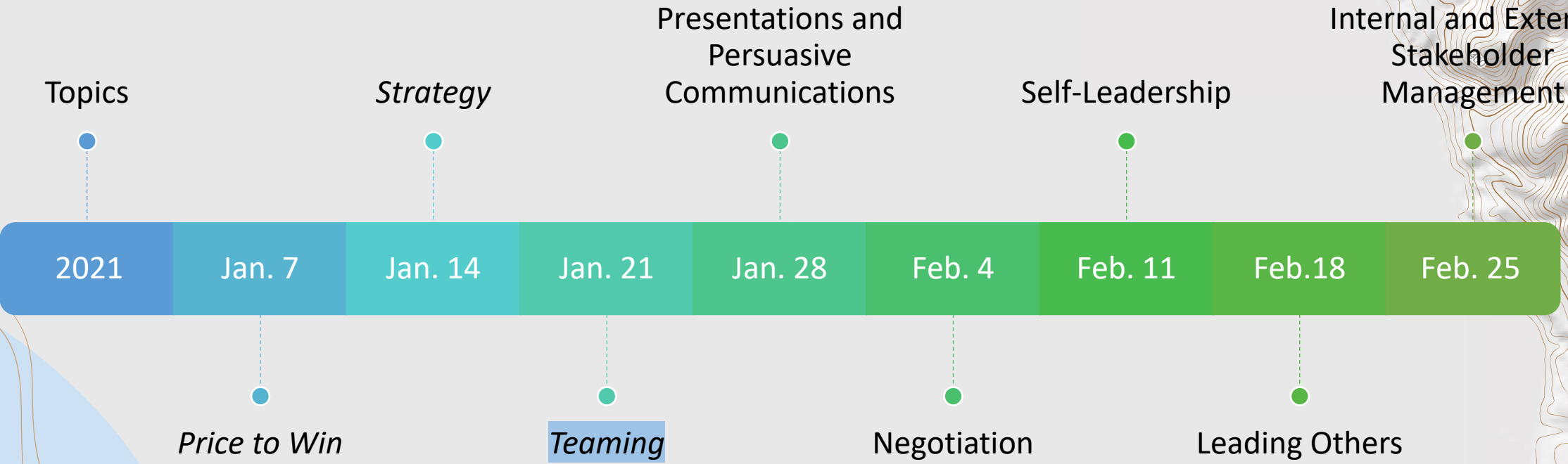
APMP CALIFORNIA CAPTURE ADVENTURE SERIES

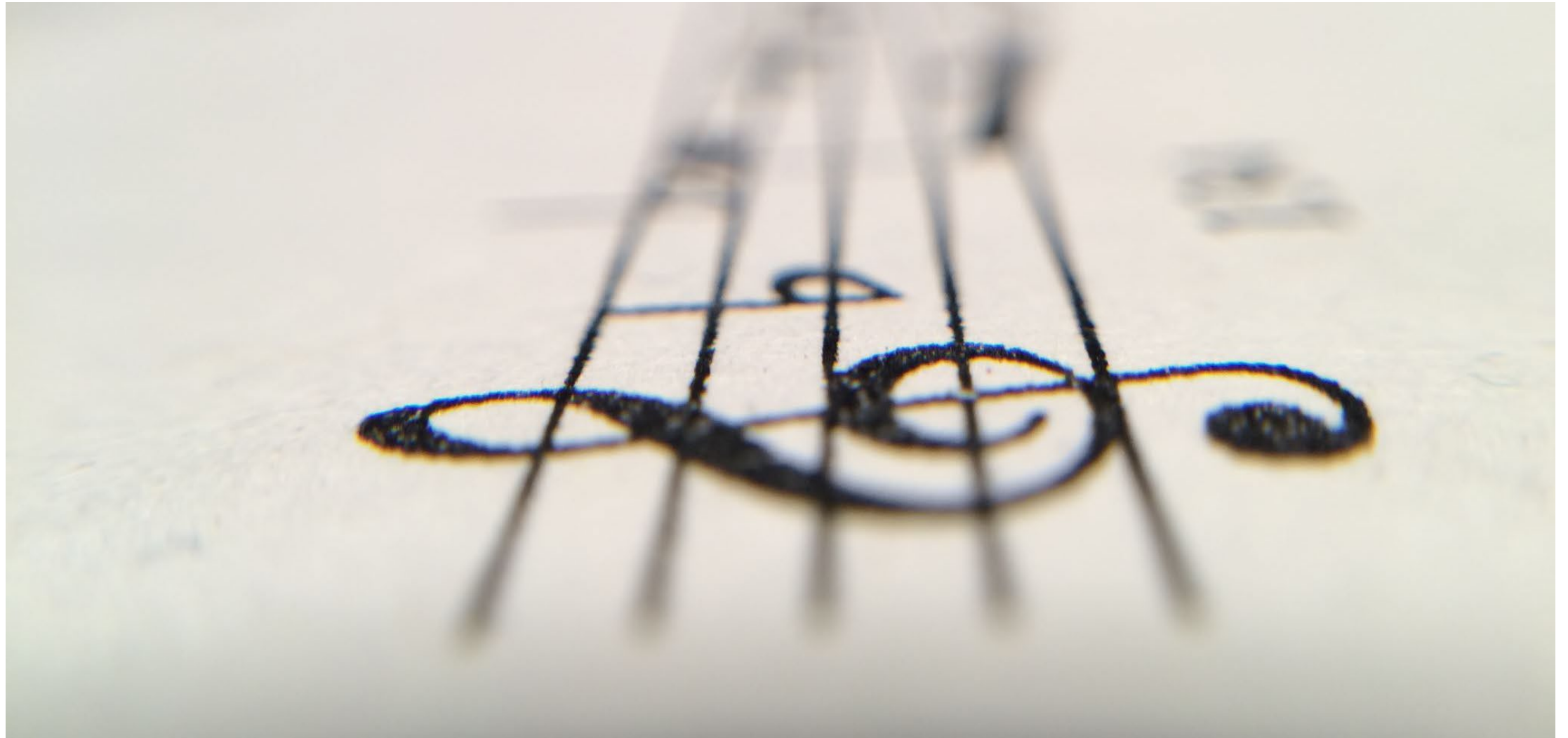
EVERY THURSDAY ON ZOOM | 9:30 - 10 AM
OCT. 22 - FEB. 25

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









An aerial photograph of a large body of water, possibly a bay or a wide river, with a sunset or sunrise in the background. The sun is low on the horizon, creating a bright glow and long, shimmering reflections on the water's surface. The water is dark blue and grey, with some whitecaps visible. The overall mood is serene and expansive.

Teaming

Teaming

①

Identify teaming partners early in the opportunity capture process

②

Develop selection criteria for teaming using the Bidders Comparison Chart to analyze potential teaming combinations

③

Negotiate a common vision as the basis for teaming and agree the written teaming agreement

Teaming

4

Consult with customers and consider their preferences in team formation

5

Define each teaming partner's work share in a Work Breakdown Structure (WBS)



The logo for the APMP Body of Knowledge. It consists of a green rectangular background. On the left side of the rectangle is a circular icon made of three curved lines in shades of blue and purple. To the right of the icon, 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".

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

Teaming

Teaming

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

Develop Opportunity Capture Strategy

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

Customer and Competitor Intelligence

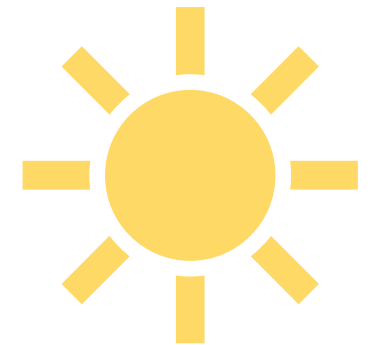
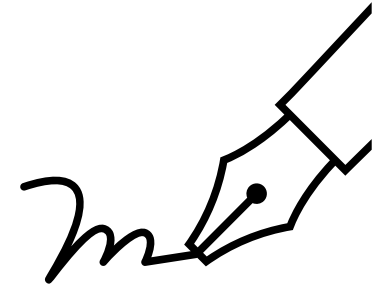
<http://bok.apmp.org/bok/customer-analysis-competitive-intelligence/>

Negotiation Strategy Development

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

We will cover this Negotiation in February!

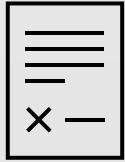
BOK
Topics



Teaming



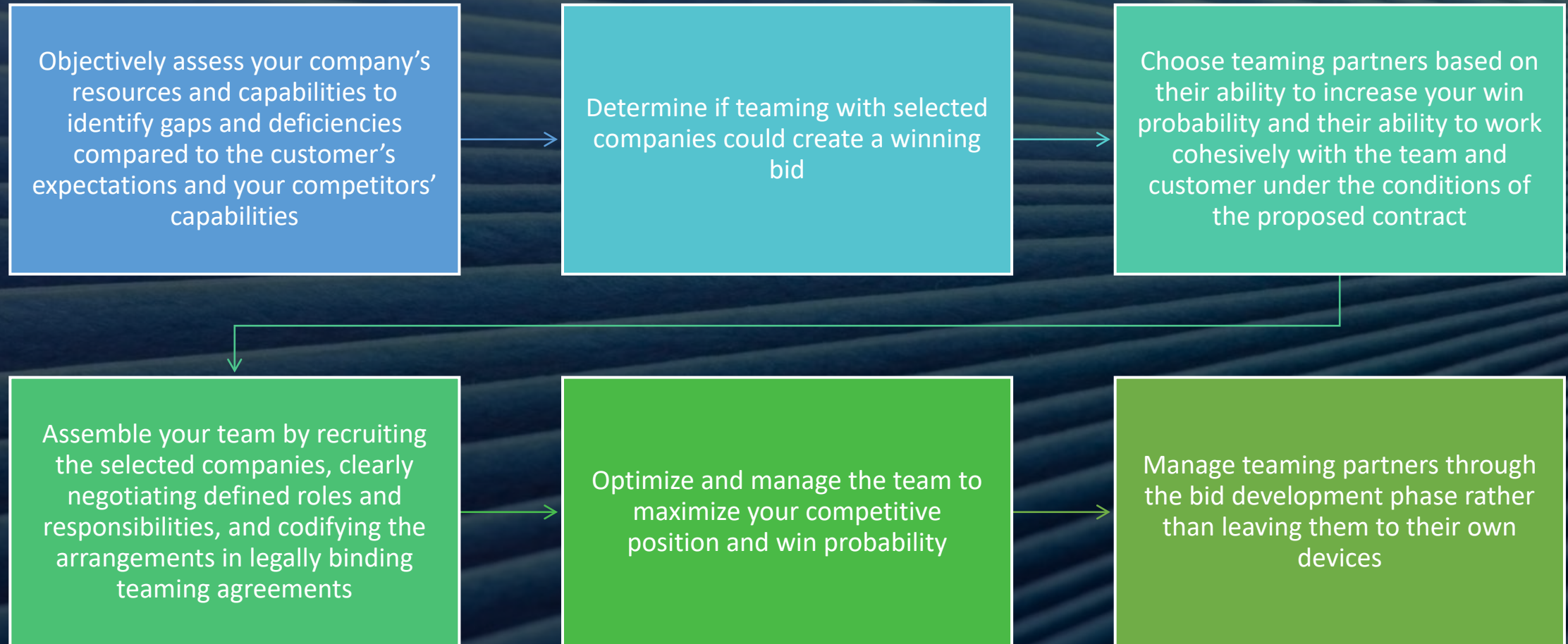
Teaming with other businesses can help companies fill competency gaps and increase their win probability. To succeed, however, recruitment and management of teaming partners must be approached with care.



Best Practices

- 1. Determine objectively whether teaming is needed to strengthen a win strategy or a competitive position.
- 2. Identify, evaluate, select, and recruit teaming partners.
- 3. Select the most appropriate team structure.
- 4. Negotiate and document effective teaming agreements and subcontracts.
- 5. Optimize and strengthen the competitiveness of the team.
- 6. Consult with customers and consider their roles in team formation.
- 7. Negotiate a common vision as the basis for teaming and agree to a written agreement.

Summary



Terms to Know

- [Joint Venture](#)
- [Teaming Partners](#)

Tools and Templates

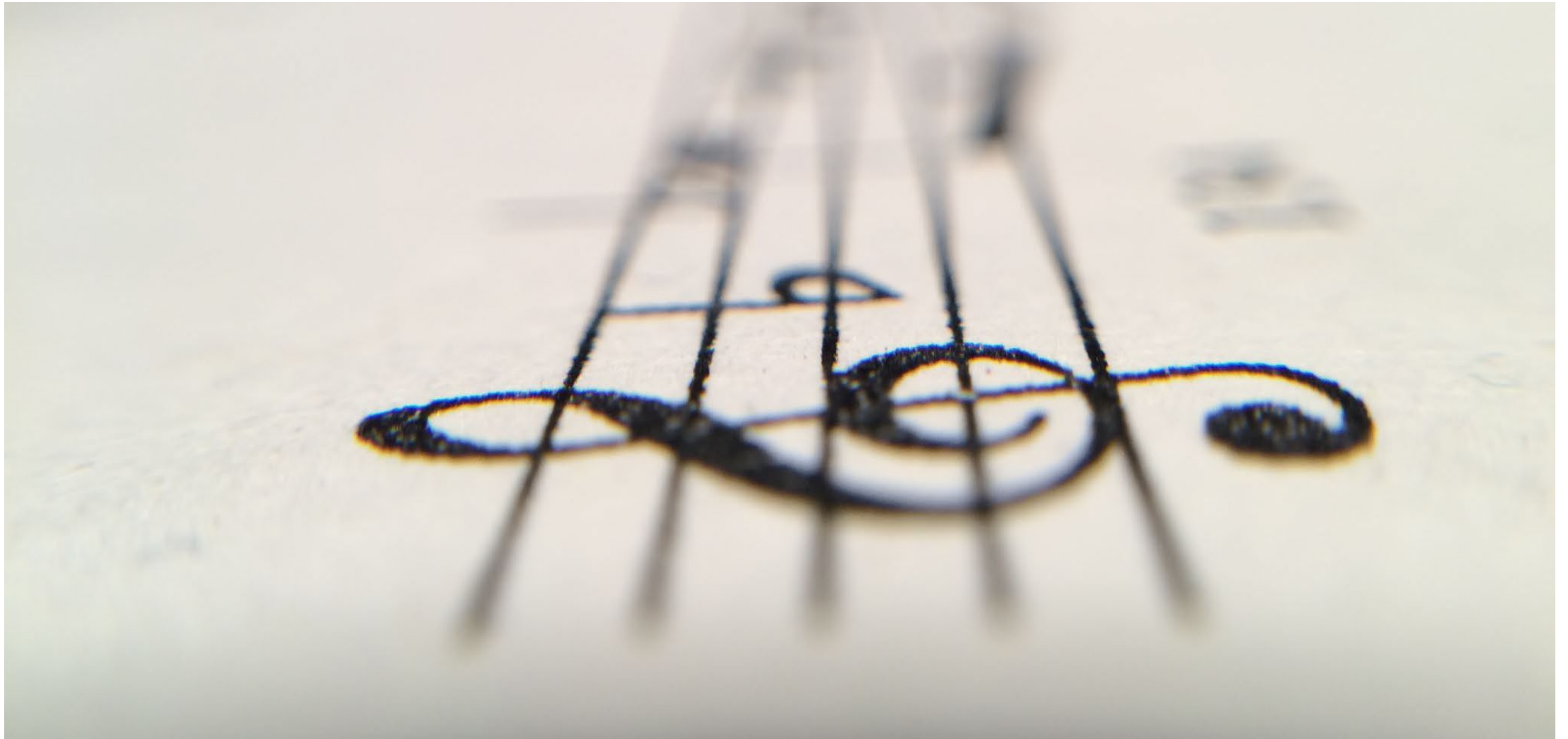
- [Bidder Comparison Matrix Samples And Instructions](#)
- [Partner Selection Table Template](#)
- [Solutions Worksheet](#)

Slides

- <https://slideplayer.com/slide/7517768/>



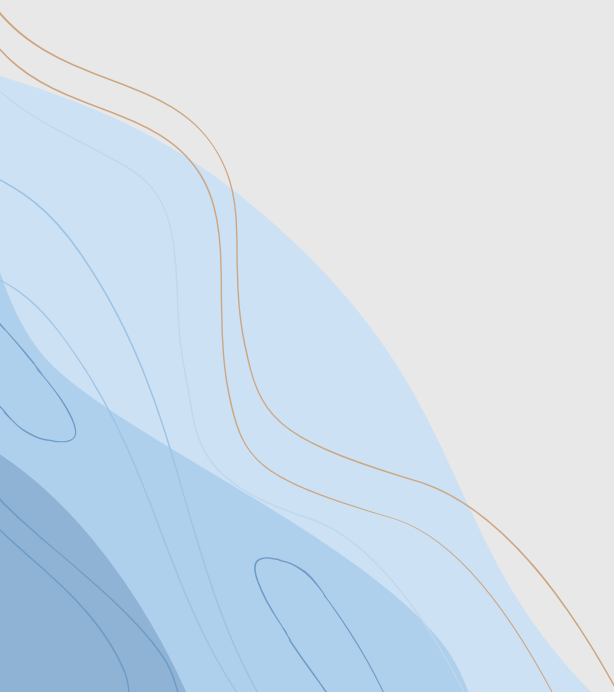
Resources





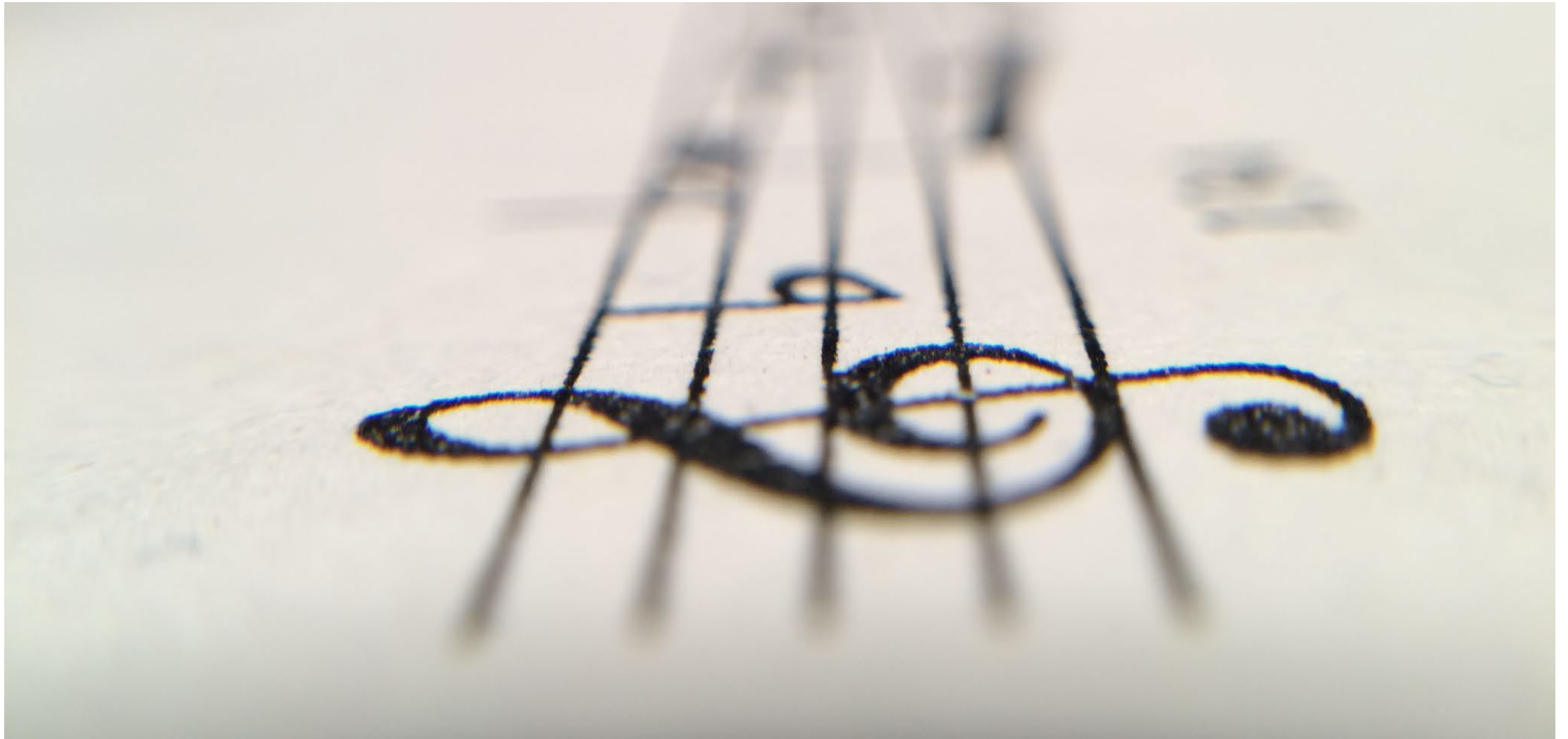
APMP California Capture Adventure

What can you take away?



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

Can you capture every
moment?



CAPTURE AND BUSINESS DEVELOPMENT CONFERENCE

JANUARY 28, 2021 | ONLINE



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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