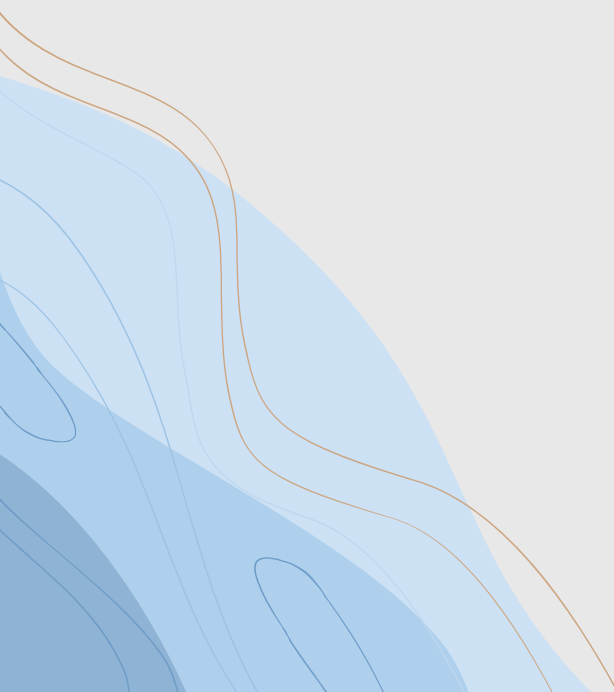




APMP California Capture Adventure
Let's present and persuade!



Welcome!

Thanks for being part of the adventure!



Marie
APMP Professional
Development Chair



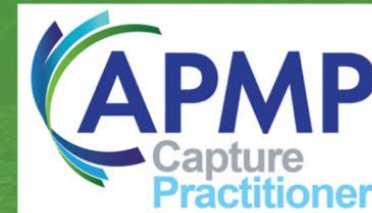
Heather
APMP California Chapter
Past Chair

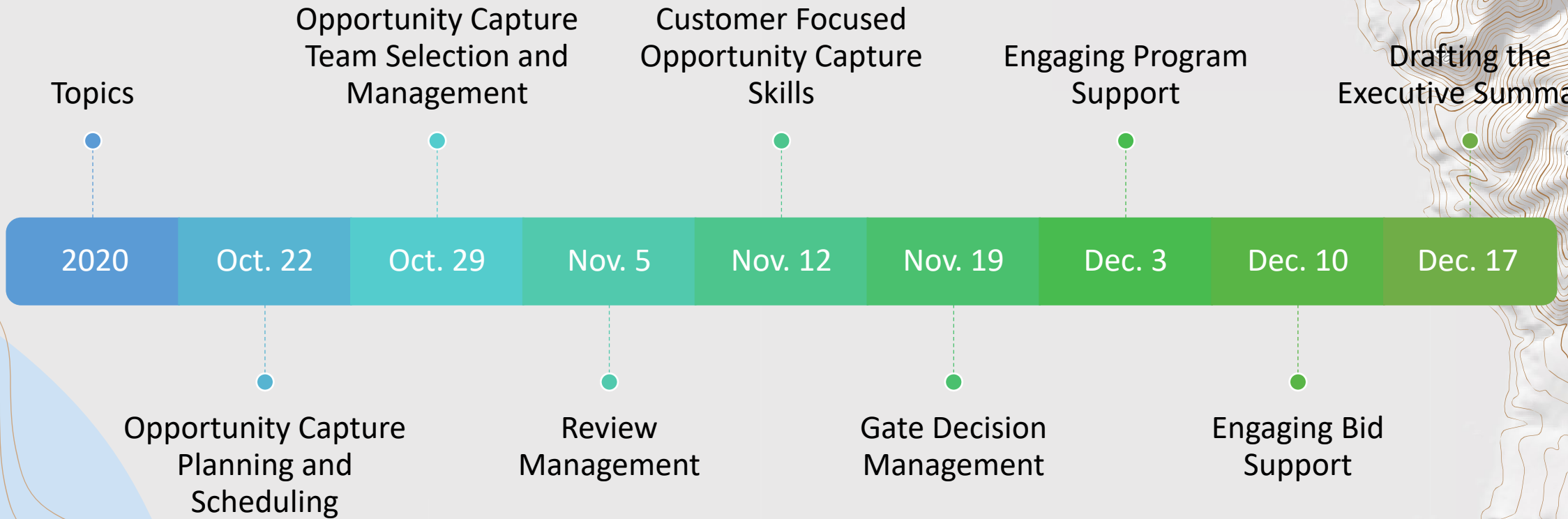


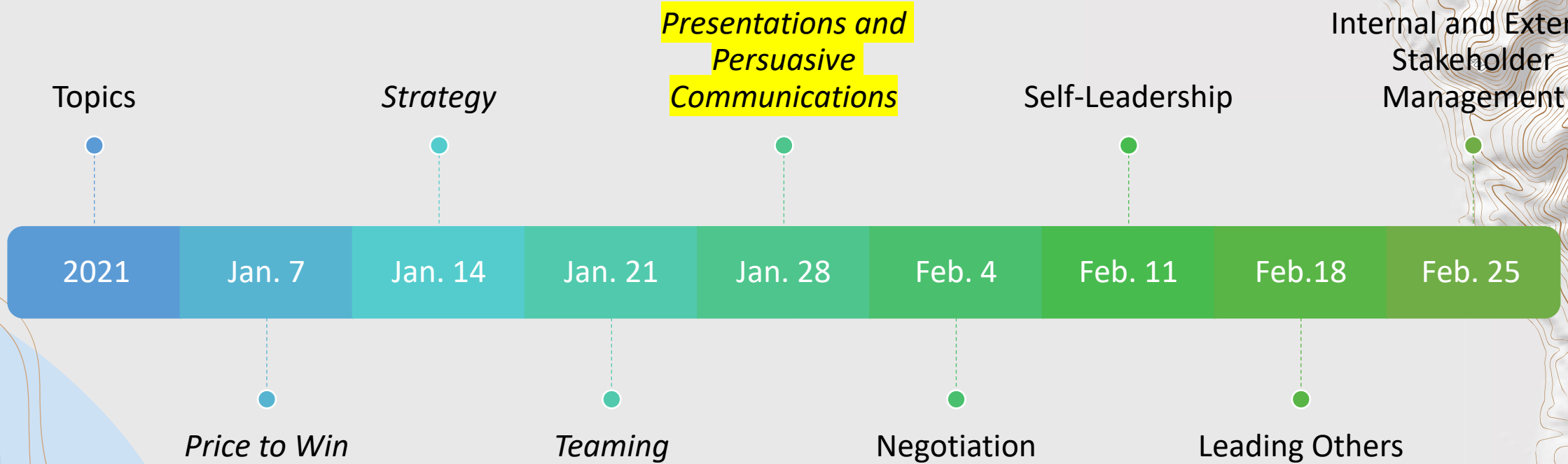
APMP CALIFORNIA CAPTURE ADVENTURE SERIES

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!







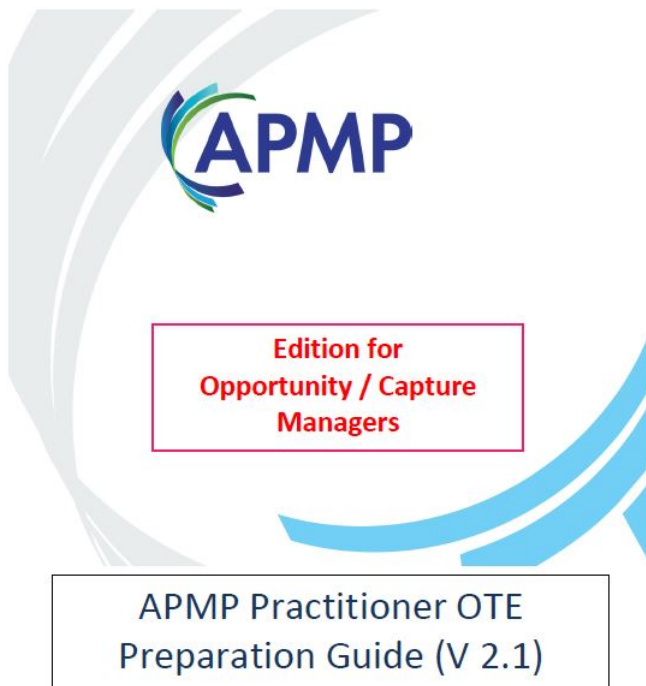
APMP CAPTURE PRACTITIONER CERTIFICATION

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

APPROVED TRAINING ORGANIZATIONS

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

Takeaways



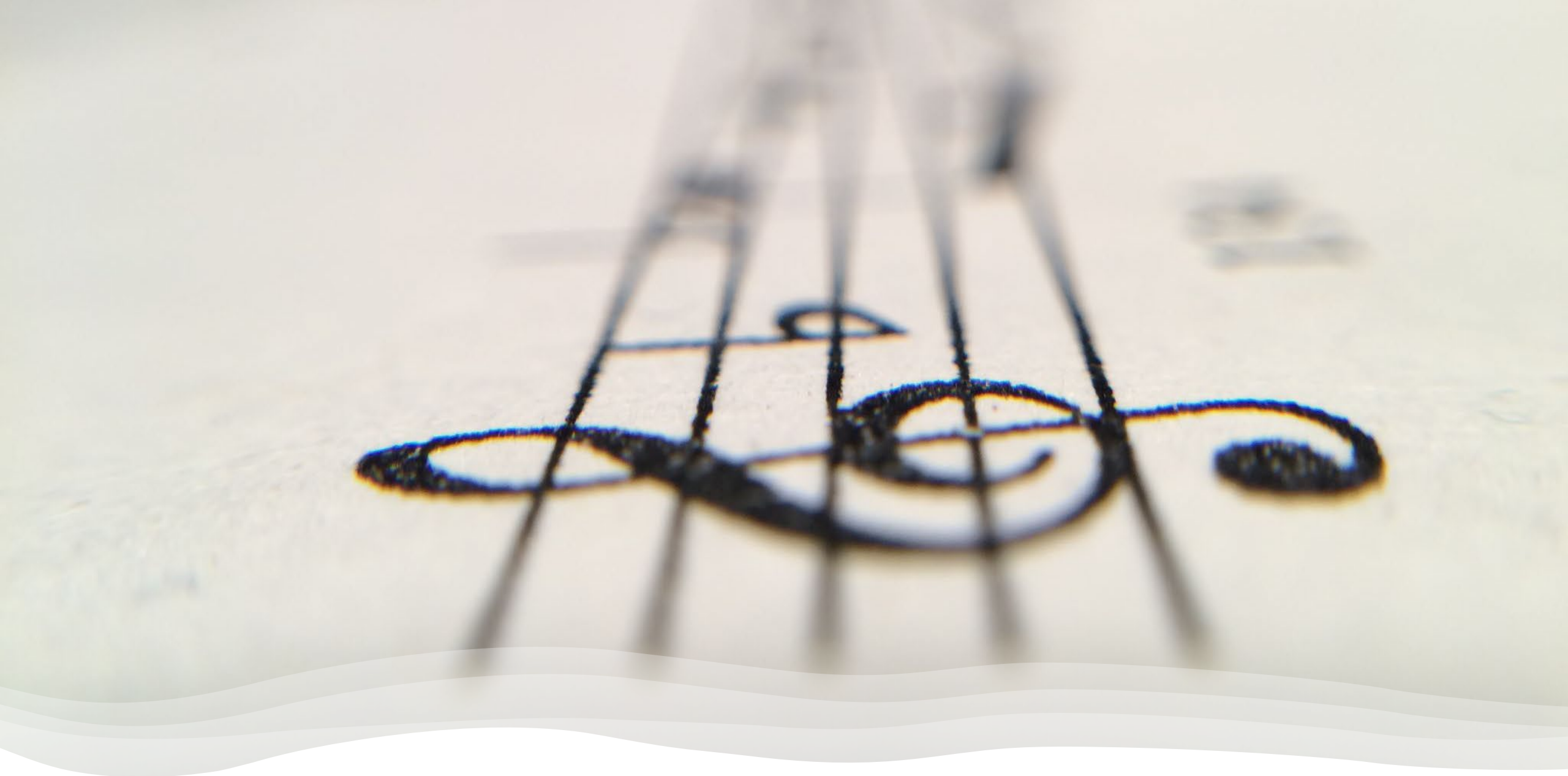
[https://www.apmp.org/resource/resmgr/certification/APMP Opportunity & Capture P.pdf](https://www.apmp.org/resource/resmgr/certification/APMP_Opportunity_&_Capture_P.pdf)



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
------	-----------------------------------	---------------------------------------



Presentations and Persuasive Communications

Presentations and Persuasive Communications

1

Prepare a presentation schedule that includes all the activities required to develop messages,; prepare materials, rehearse and select a venue etc.

2

Develop slides that are audience focused and compliment verbal messages rather than duplicate

3

Build a compelling argument that is presented it in the right order for the customer

Presentations and Persuasive Communications

4

Structure a presentation so that the key points are persuasive, memorable and to which the customer can instantly relate

5

Create visuals that are appealing to the audience.

6

Competently edit own and other's visuals to transform effectiveness

Presentations and Persuasive Communications

7

Use slide animations effectively to enhance delivery and aid communication

8

Develop accompanying handouts that enhance the audience experience and compliment the key messages.

9

Give constructive feedback to improve the quality of the presentation materials and performance of others

10

Presentations and Persuasive Communications

Lead discussions to pre-empt and remove objections using appropriate techniques (objection handling)

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>



Developing and Delivering Effective Presentations



Persuasion



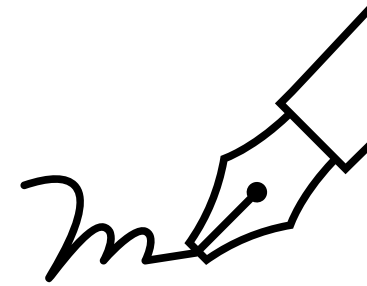
Persuasive Writing



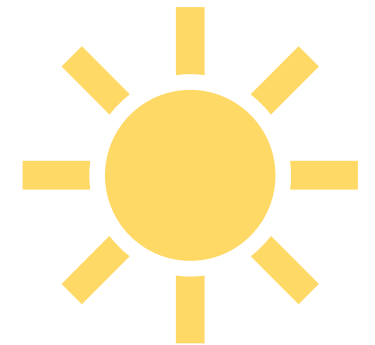
Negotiation



Customer Focused Opportunity Capture Skills And Tactics

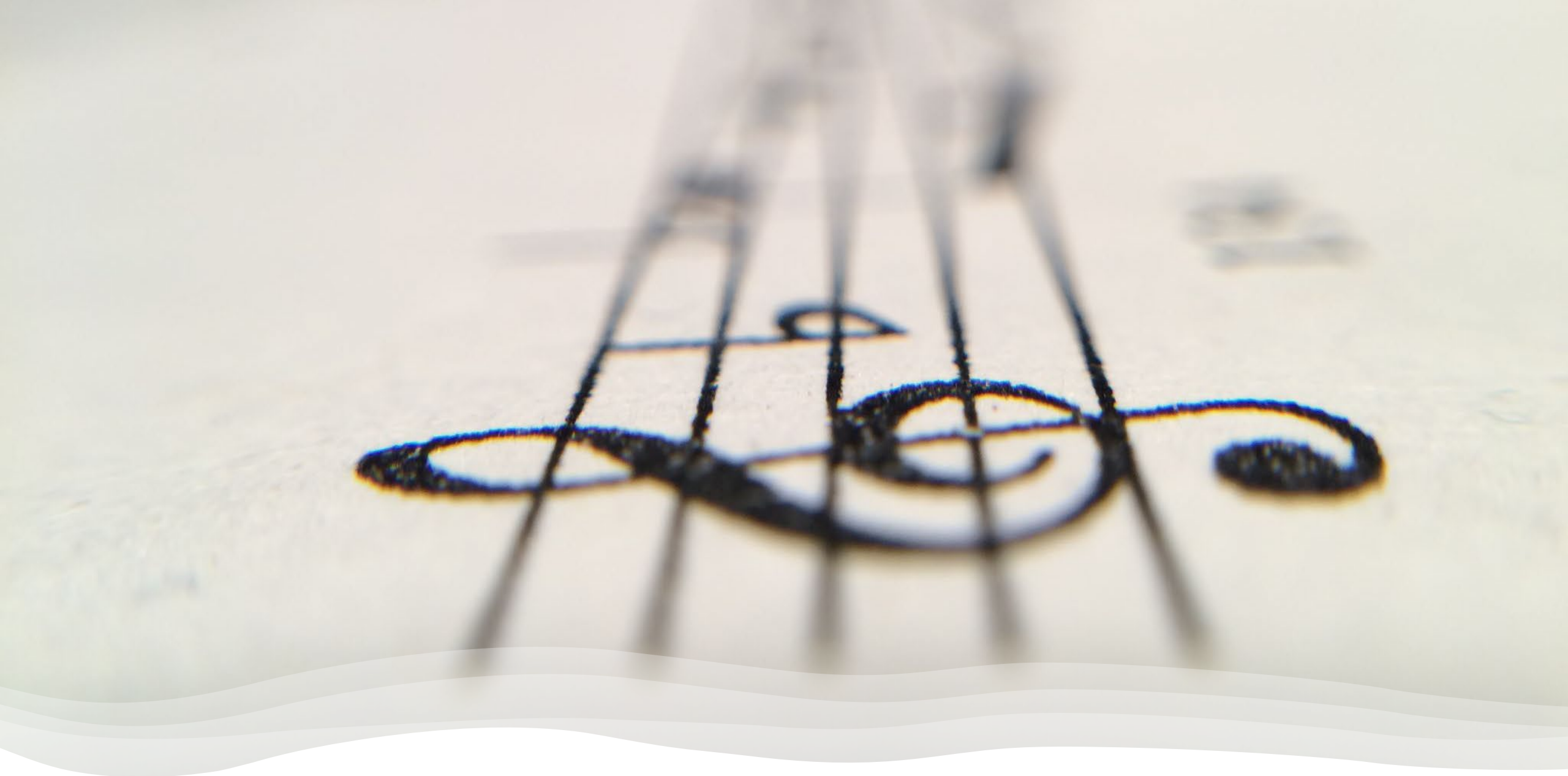


BOK Topics



Developing and Delivering Effective Presentations

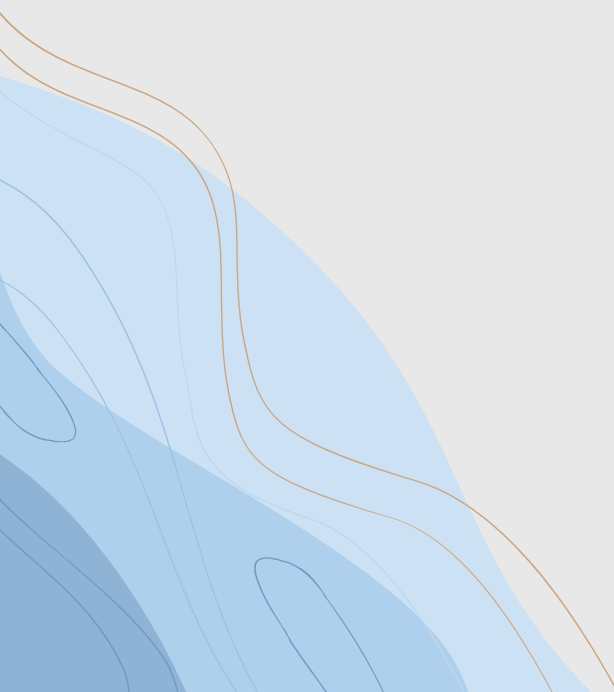
1. Think about your audience first.
2. Use a customer-focused structure to develop presentations.
3. PowerPoint and visual aids are for visual media—use them for visuals, not words.
4. Be as rigorous with slide headings as you are with proposal headings.
5. Review and rehearse presentation content.
6. Know when and how the presentation will be delivered.
7. Use presentation notes.
8. Create rapport with the audience.
9. Know how to deal with questions.





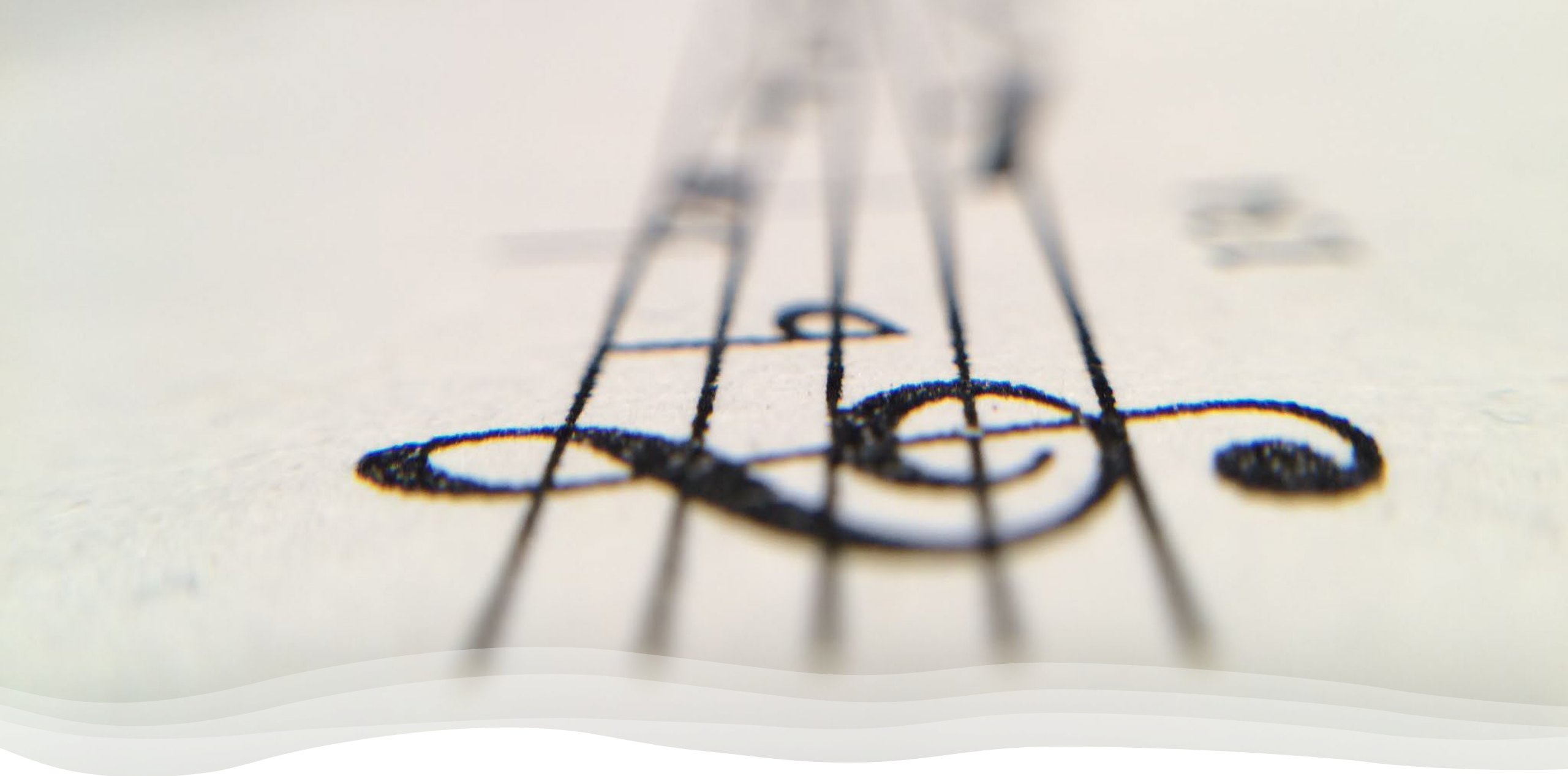
APMP California Capture Adventure

What can you take away?





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>



Marie Rounsavell CP APMP
APMP CA Professional Development Chair

professionaldevelopment@california-apmp.org
california-apmp.org



Heather Kirkpatrick, CP APMP
2021– 2022 APMP CA Chapter Past Chair

Past-chair@California-apmp.org
heather.kirkpatrick@prideindustries.com
Cell: (916) 996-1365
california-apmp.org



