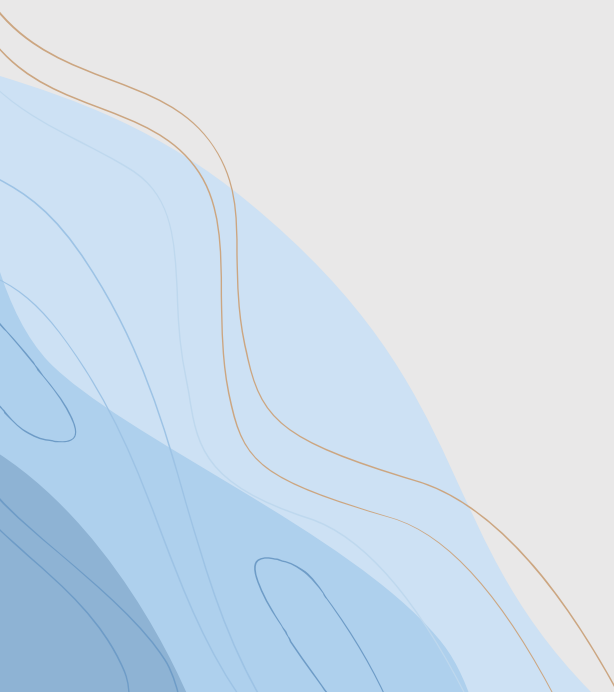




APMP California Capture Adventure

Let's negotiate!



Welcome!

Thanks for being part of the adventure!



Marie
APMP Professional
Development Chair



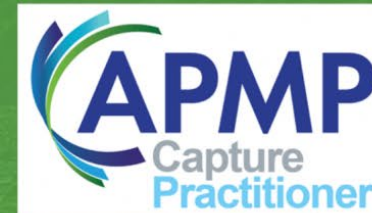
Heather
APMP California Chapter
Past Chair

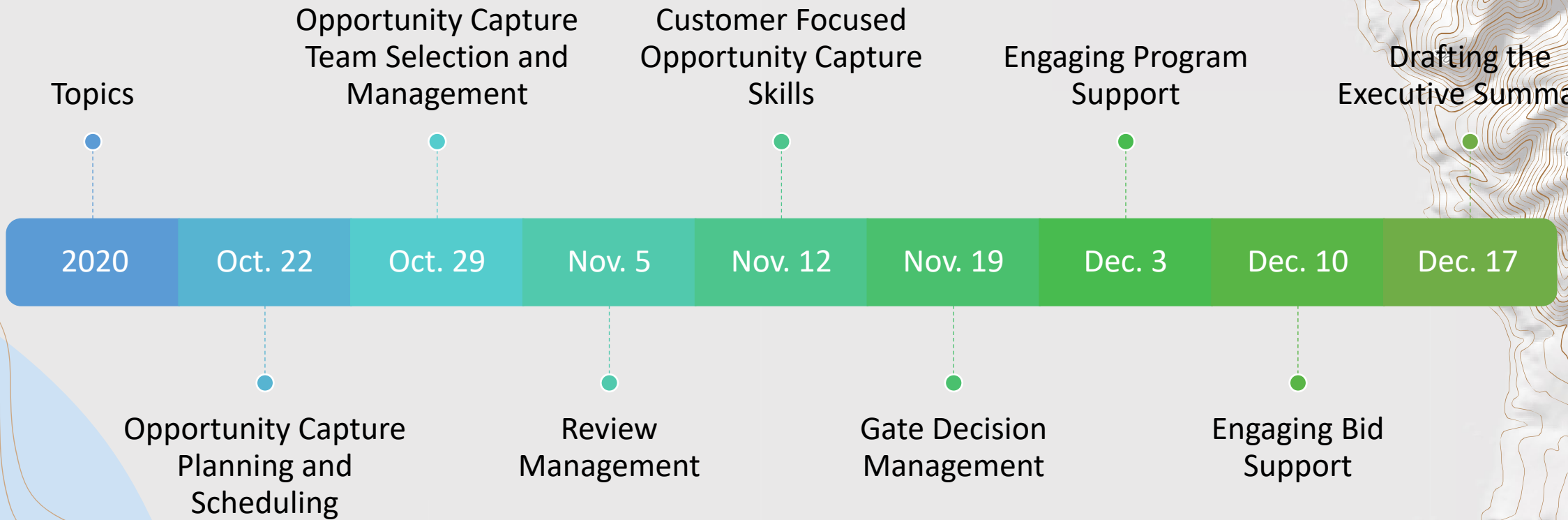


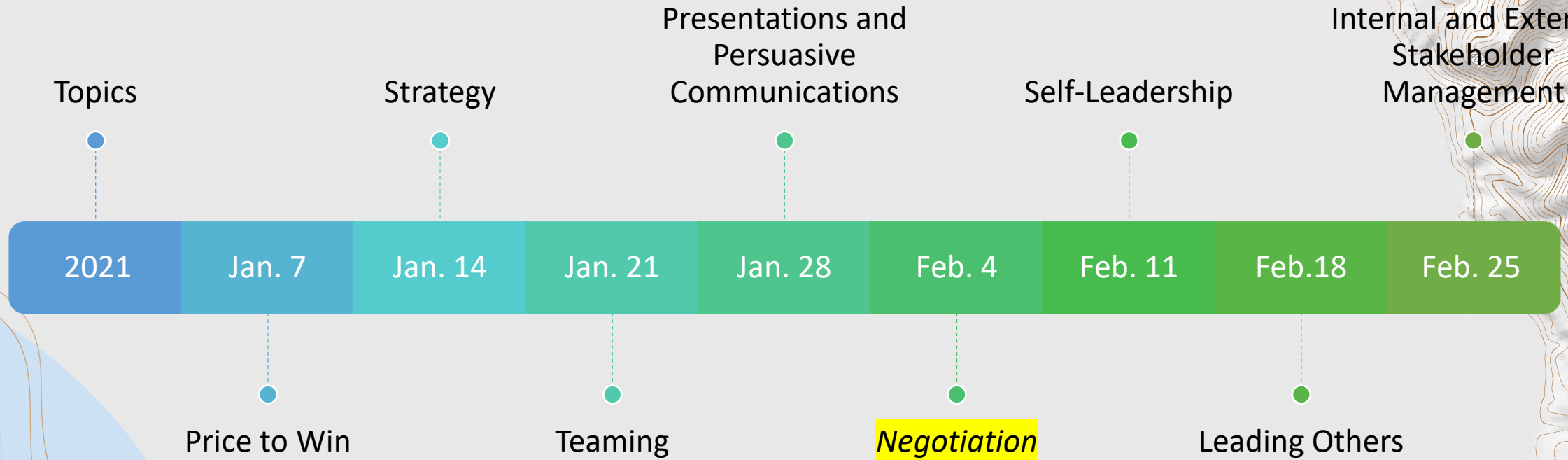
APMP CALIFORNIA CAPTURE ADVENTURE SERIES

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!







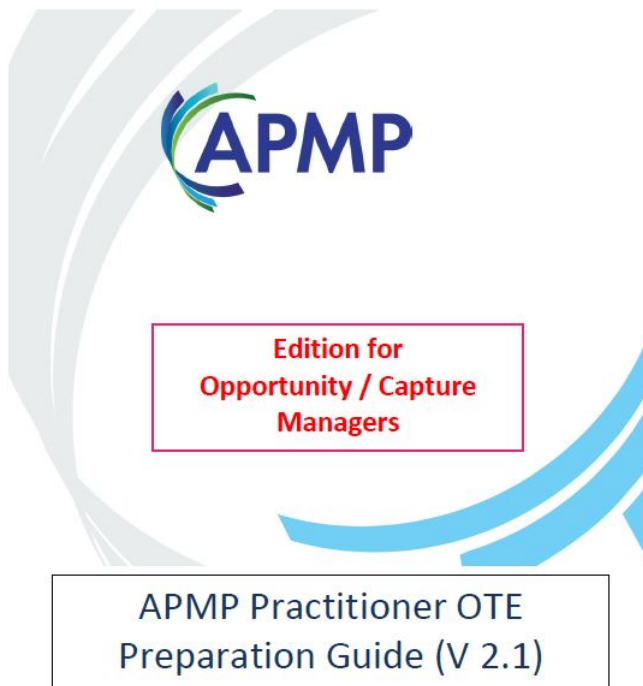
APMP CAPTURE PRACTITIONER CERTIFICATION

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

APPROVED TRAINING ORGANIZATIONS

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

Takeaways



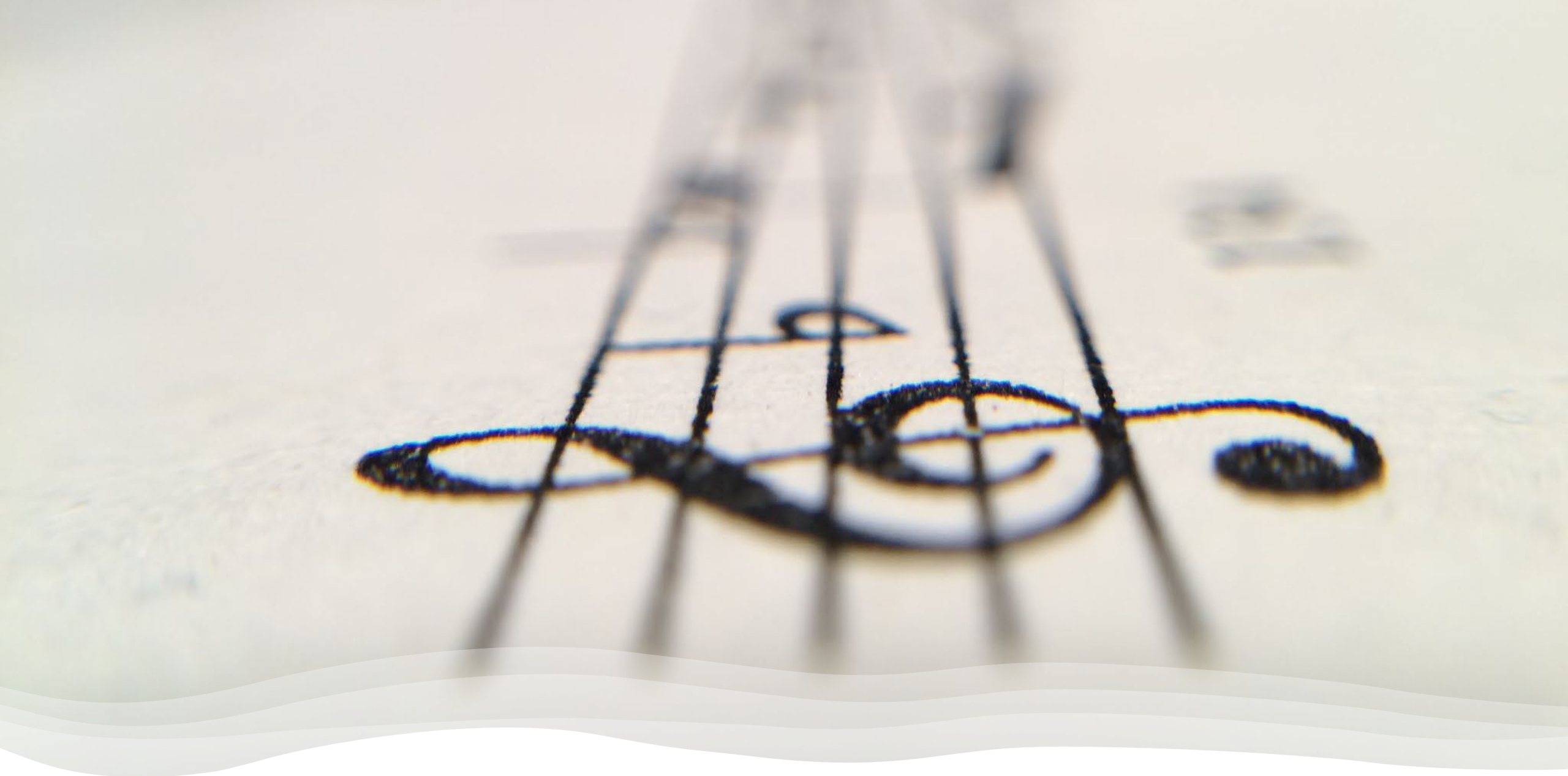
[https://www.apmp.org/resource/resmgr/certification/APMP Opportunity & Capture P.pdf](https://www.apmp.org/resource/resmgr/certification/APMP_Opportunity_&_Capture_P.pdf)



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
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Negotiation

Negotiation

1

Lead the development of a negotiation strategy early

2

Research and use data from a range of sources to make robust fact-based decisions; make available choices clear and simple to stakeholders

3

Lead activity to prepare your negotiating range, and expected customer negotiation range

Negotiation

4

Lead and manage buy-in and agreement on negotiation range with internal stakeholders prior to and during negotiations

5

Lead the activity to decide the opening position and the options that can be offered

6

Lead the negotiation team effectively; ensure each member is fully prepared for the negotiation; consistently secure positive outcome from the negotiation

Negotiation

7

Understand customer stakeholder's positions and bargaining power within negotiations

8

Adjust personal positions and style quickly if circumstances change favorably and unfavorably; win concessions without damaging stakeholder relationship

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APMP Body of Knowledge

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

BOK Topics

- [Develop Opportunity Capture Strategy](#)
- [Negotiation](#)
- [Stakeholder Engagement and Management](#)



Negotiation Best Practices

1. Understand the negotiation situation.
2. Understand the four stages of the negotiation process: prepare and plan, open, bargain, and close.
3. Deal with conflict.
4. Choose an effective negotiation style.
5. Consider the wider negotiation strategy picture.
6. Be mindful of cultural differences when negotiating in diverse environments.

Let's negotiate!

1

2

3

4

Prepare
and plan

Open

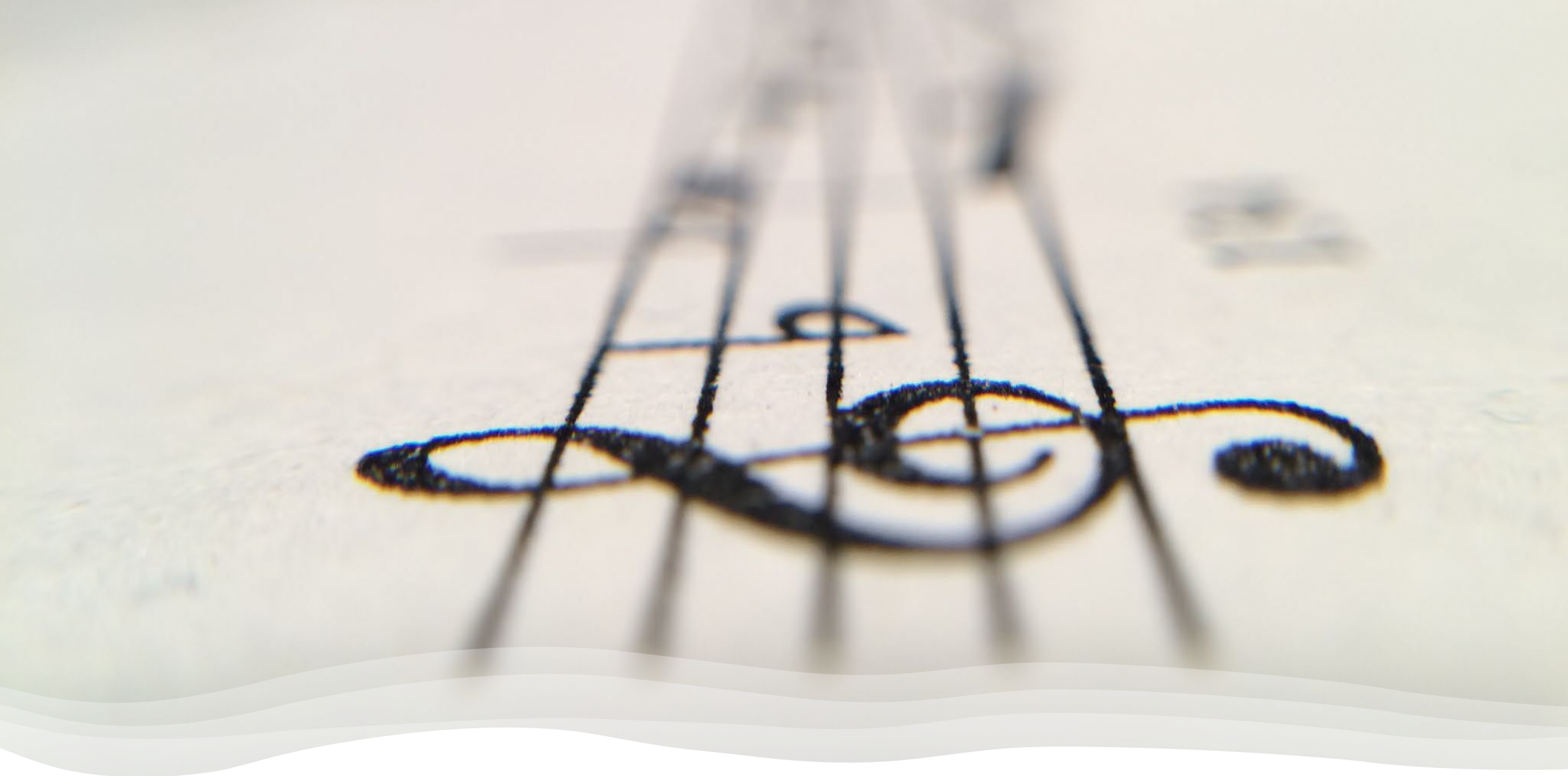
Bargain

Close

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APMP Body of Knowledge

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



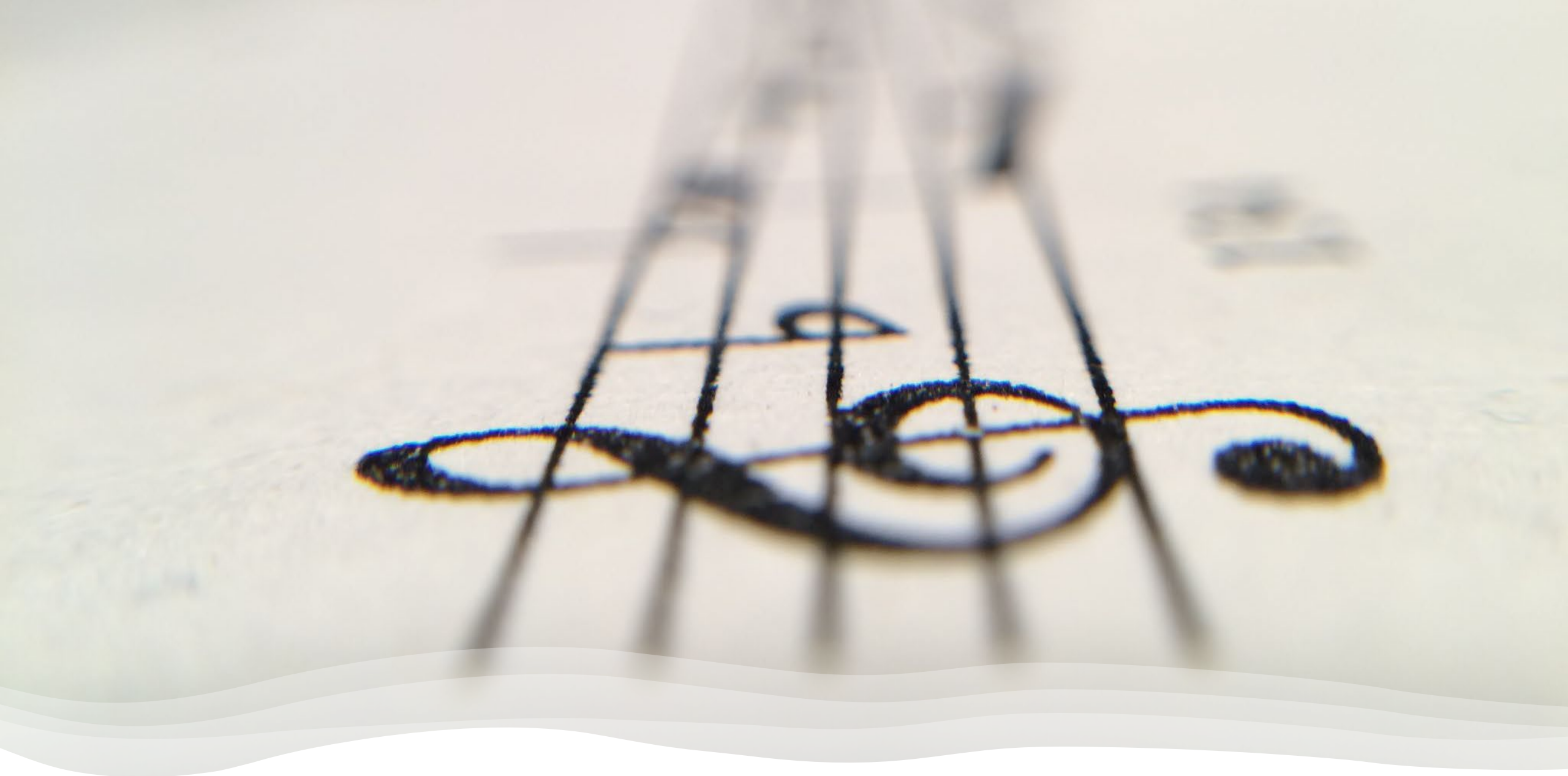


APMP California Capture Adventure

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 long shadows over the water. The land is visible in the foreground and middle ground, with a topographic map overlay on the right side of the image. The text "Can you capture every moment?" is centered in 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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