



APMP California Capture Adventure Internal and External Stakeholder Management

Welcome!

Thanks for being part of the adventure!



Marie
APMP Professional
Development Chair

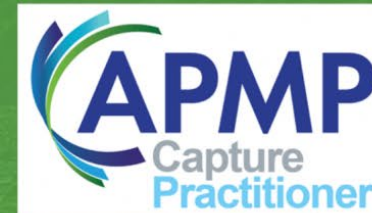


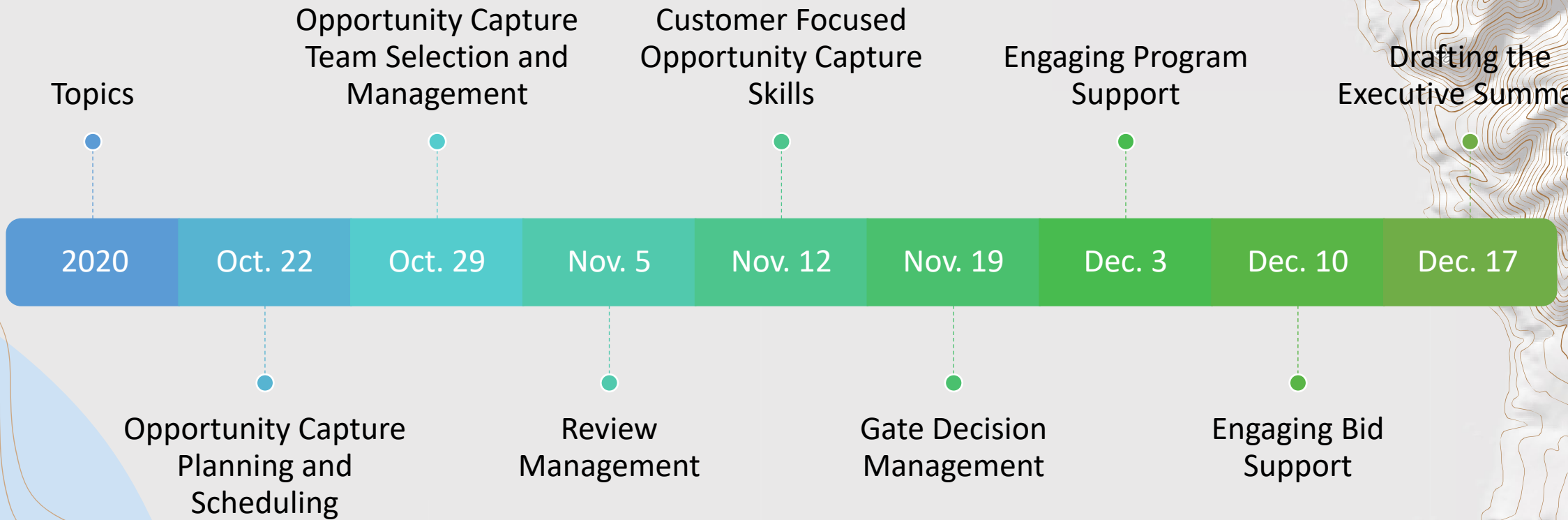
Heather
APMP California Chapter
Past Chair

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!







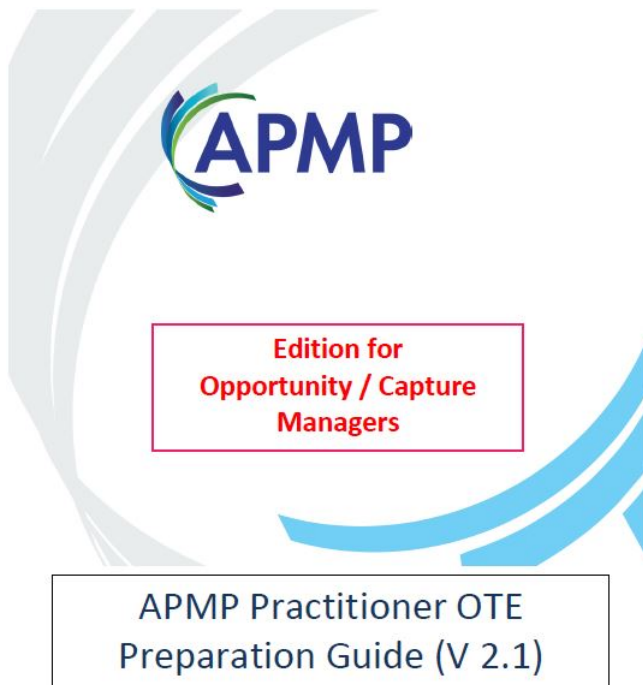
APMP CAPTURE PRACTITIONER CERTIFICATION

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

APPROVED TRAINING ORGANIZATIONS

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

Takeaways



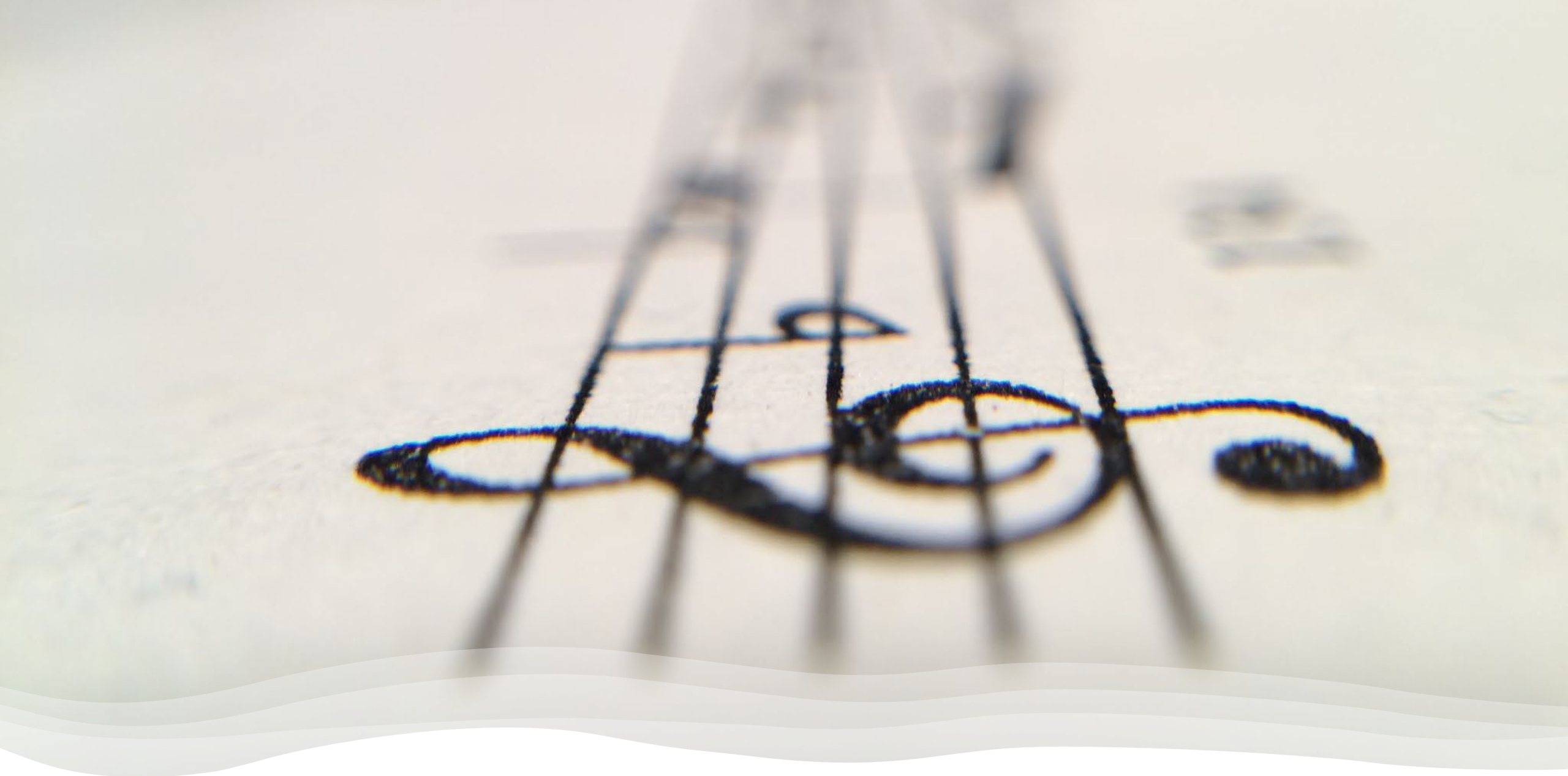
[https://www.apmp.org/resource/resmgr/certification/APMP Opportunity & Capture P.pdf](https://www.apmp.org/resource/resmgr/certification/APMP_Opportunity_&_Capture_P.pdf)



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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Internal and External Stakeholder Management

Internal and External Stakeholder Management

1

Adapt an approach to satisfy customers in a manner that builds effective relationships

2

Communicate compellingly and concisely at the most senior levels, building “behind-the-scenes” support for ideas

3

Recognize and/or use ongoing power and political relationships within the organization (alliances, rivalries) with a clear sense of organizational impact

Internal and External Stakeholder Management

4

Build productive relationships with stakeholders at senior levels based on mutual trust and respect

5

Demonstrate effective influencing and negotiating skills at the most senior political levels to achieve sustainable long-term win-win-win (customer-supplier-system) outcomes

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APMP Body of Knowledge

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

BOK Topics

Stakeholder Engagement and Management

Managing Customers Questions

Customer Analysis and Competitive Intelligence

Customer focused opportunity capture skills



What needs to be communicated? And to Whom?

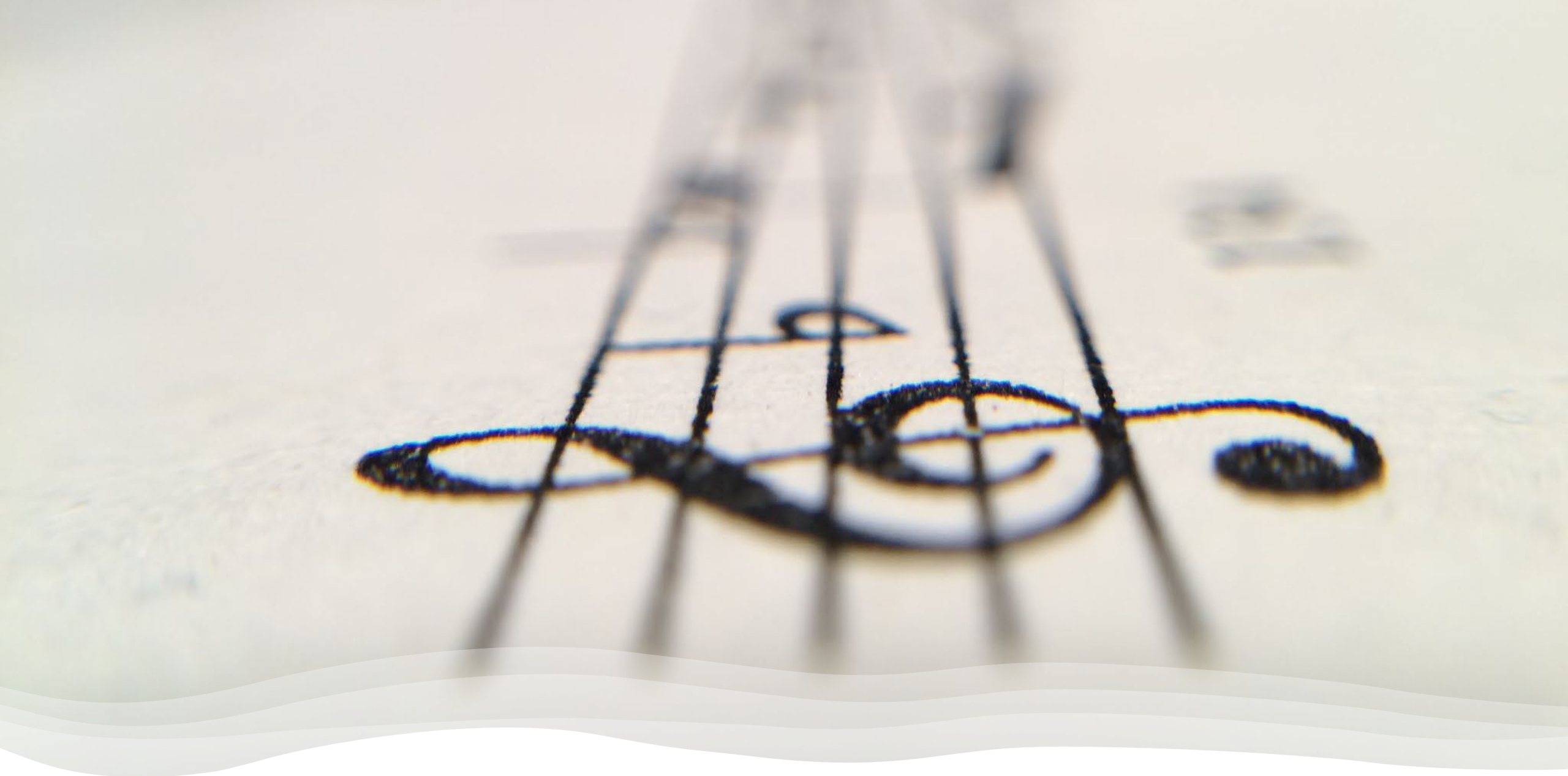
Because the Bid or Proposal Manager is the primary source of communication, the first thing he or she must do is decide what needs to be communicated and to whom. This principle is embodied in stakeholder management, in which a great deal of time is spent seeking to understand who needs to have what information and when.

What do they need to know? When?

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APMP Body of Knowledge

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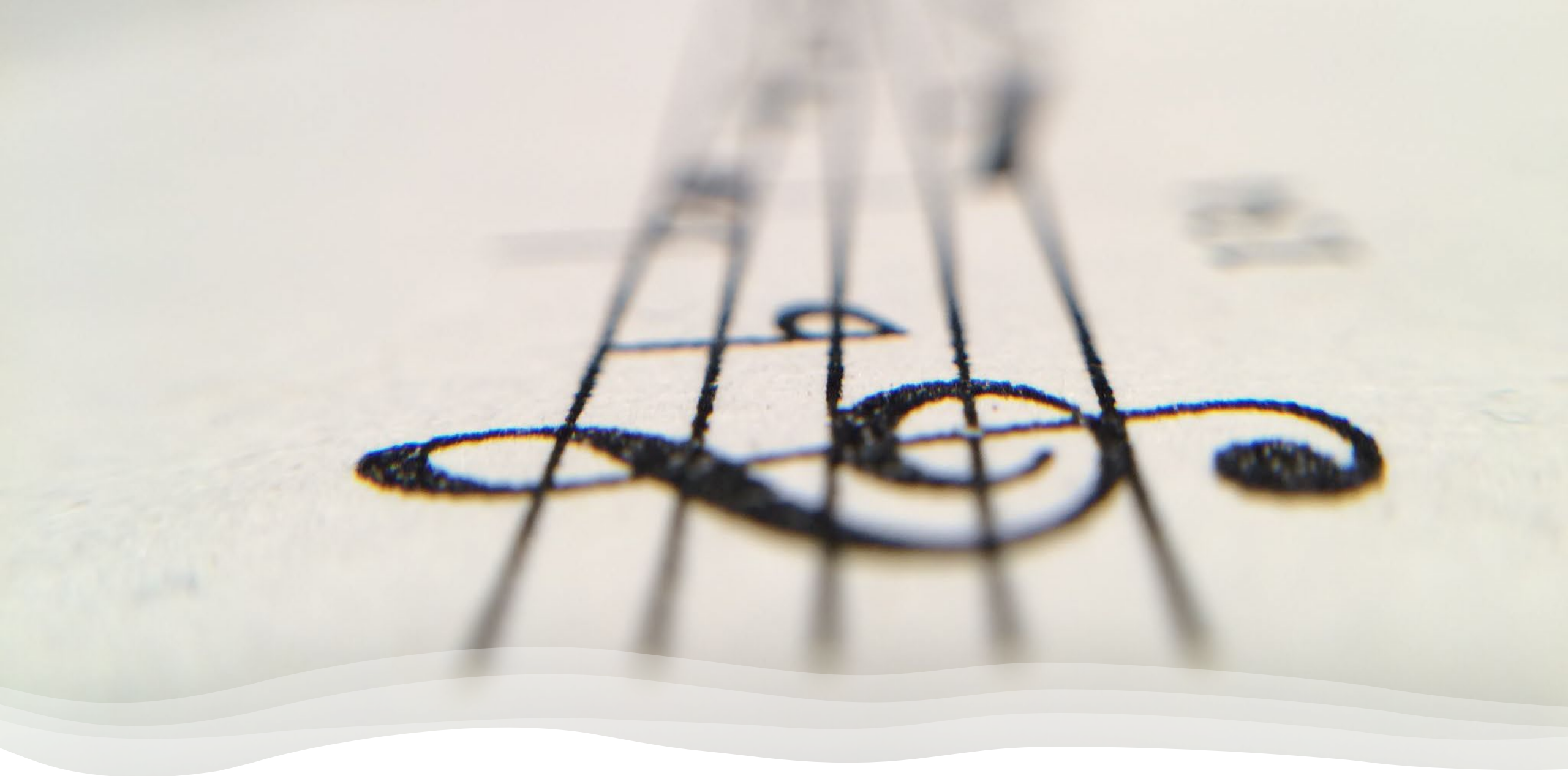


APMP California Capture Adventure

What can you take away?



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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