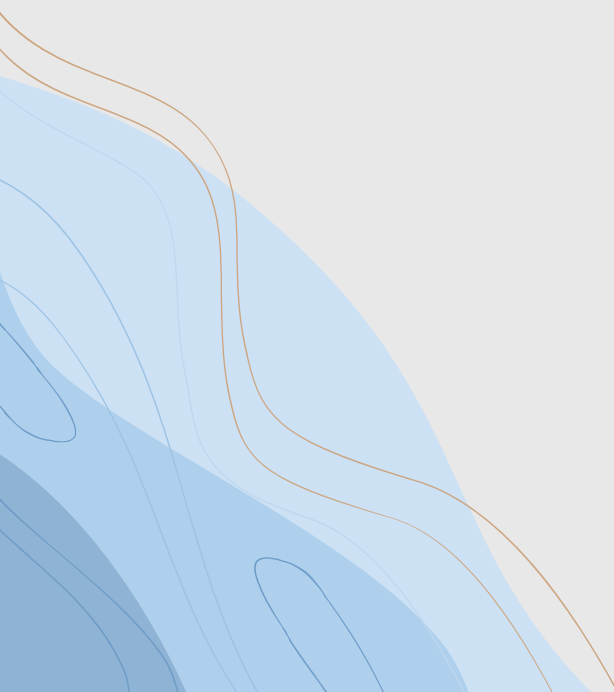




APMP California Capture Adventure  
You came back!



# Welcome!

## Thanks for being part of the adventure!

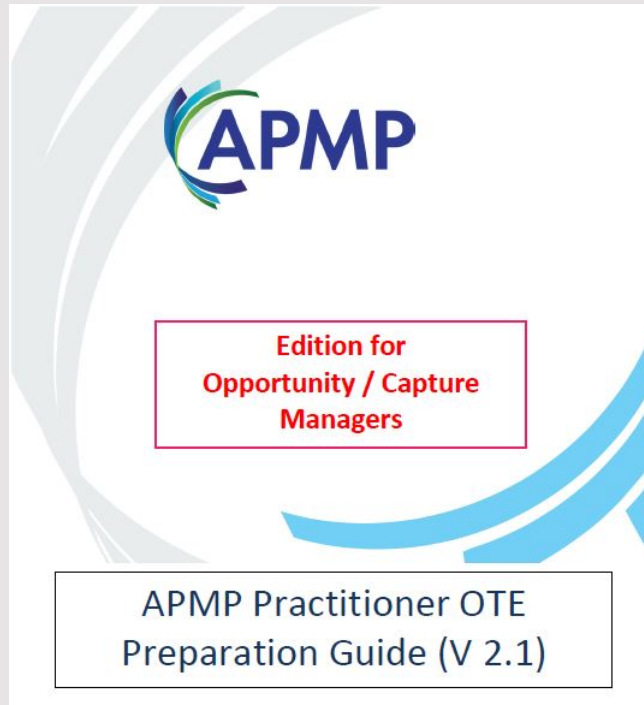


Marie  
APMP Professional  
Development Chair




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
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# APMP CAPTURE PRACTITIONER CERTIFICATION

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

# APPROVED TRAINING ORGANIZATIONS

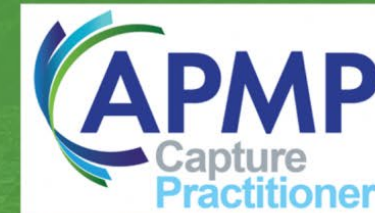
<https://www.apmp.org/page/AccreditationATOs>

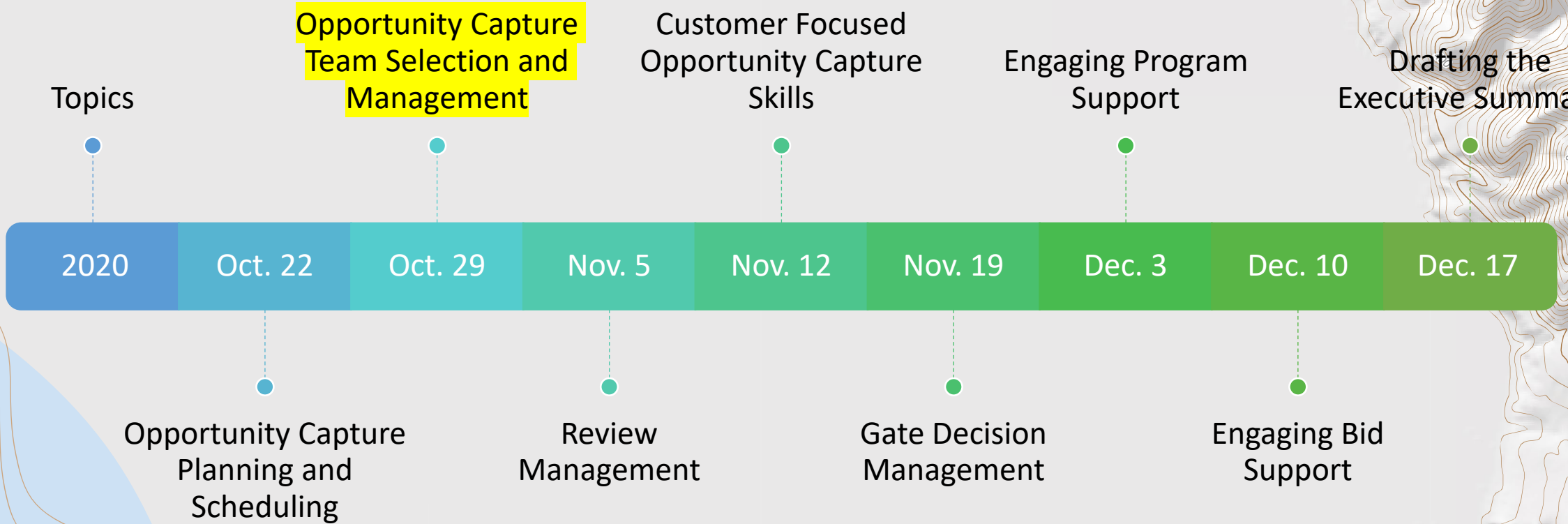


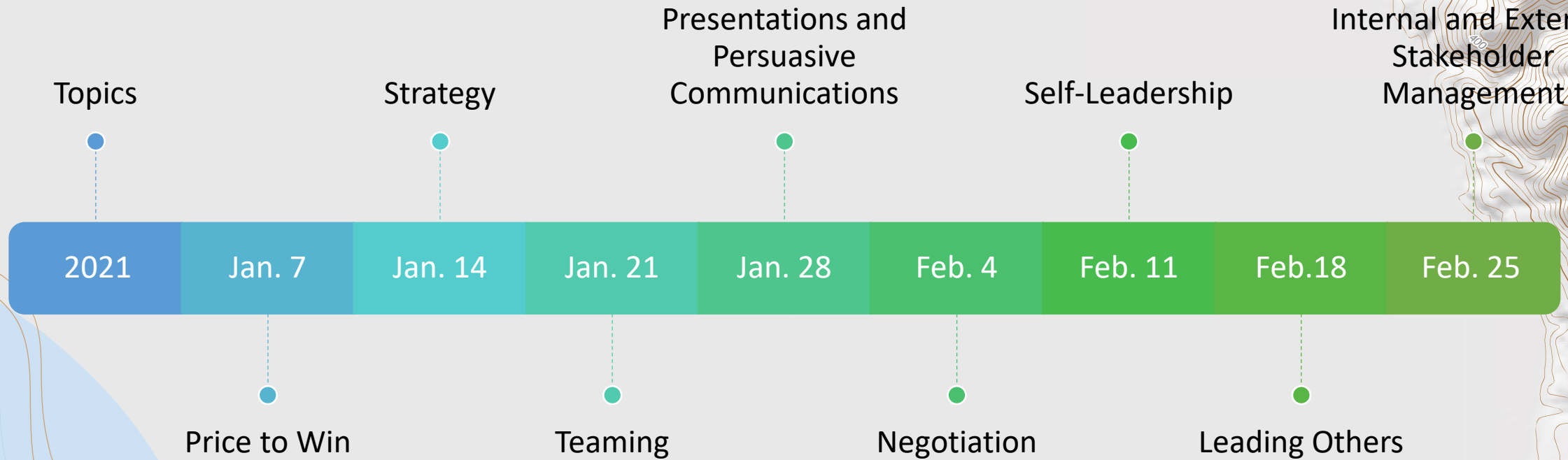
# APMP CALIFORNIA CAPTURE ADVENTURE SERIES

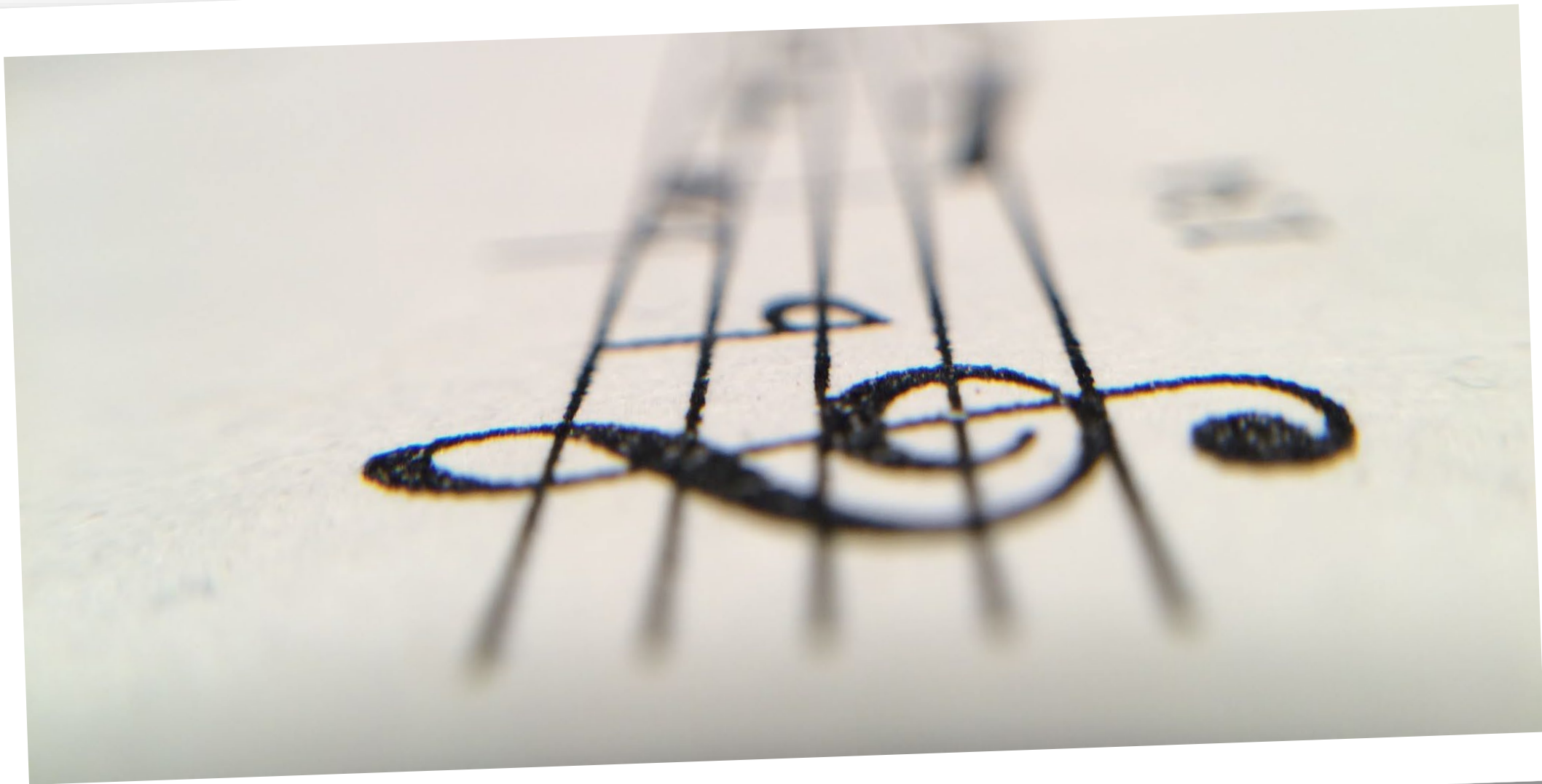
EVERY THURSDAY ON ZOOM | 9:30 - 10 AM  
OCT. 22 - FEB. 25

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











An aerial photograph of a coastline at sunset. The sun is low on the horizon, creating a bright glow and long shadows. The ocean is dark with white-capped waves crashing onto a sandy beach. The sky is a mix of orange, yellow, and blue.

# Opportunity Capture Team Selection and Management

## Opportunity Capture Team Selection and Management

1

Identify and commit the right people to the Opportunity capture team

2

Engage senior leadership to commit the required resources

3

Train the Opportunity capture team in the process that will be followed

## Opportunity Capture Team Selection and Management

4

Arrange and manage the kick-off meeting to start the Opportunity capture process

5

Assign, SMART objectives, and completion dates to named individuals within the opportunity capture team, providing clear reporting expectations

6

Engage senior management keeping them informed and involved

## Opportunity Capture Team Selection and Management

7

Use objective measures to evaluate opportunity capture success

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, bold, sans-serif font.

## APMP Body of Knowledge

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

# Opportunity Capture Team Selection and Management BOK Topics



Opportunity capture team  
selection and management



Stakeholder Engagement  
and Management

# Opportunity Capture Team Selection and Management BOK Topics

<http://bok.apmp.org/bok/opportunity-capture-team-selection-and-management/>

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



# Topics

## Opportunity/Capture Team Selection and Management

<http://bok.apmp.org/bok/opportunity-capture-team-selection-and-management/>

### Best Practices

- **1. Select a skilled Opportunity/Capture Manager over an experienced Technical or Customer Manager.**
- **2. Define the three core opportunity/capture team roles.**
- **3. Identify an integrated opportunity/capture team with the knowledge, skills, and experience needed to support the opportunity.**
- **4. Persuade senior leadership to commit adequate resources.**
- **5. Hold a kickoff meeting to begin the opportunity/capture process.**
- **6. Delegate opportunity/capture actions with clear expectations, schedules, target completion dates, and reporting.**
- **7. Keep senior management informed and involved, and never surprise your management sponsor.**
- **8. Evaluate opportunity/capture success.**



# Terms to Know

- Opportunity/Capture Manager
- Bid/Proposal Manager
- Program Manager



# Topics

## Stakeholder Engagement and Management

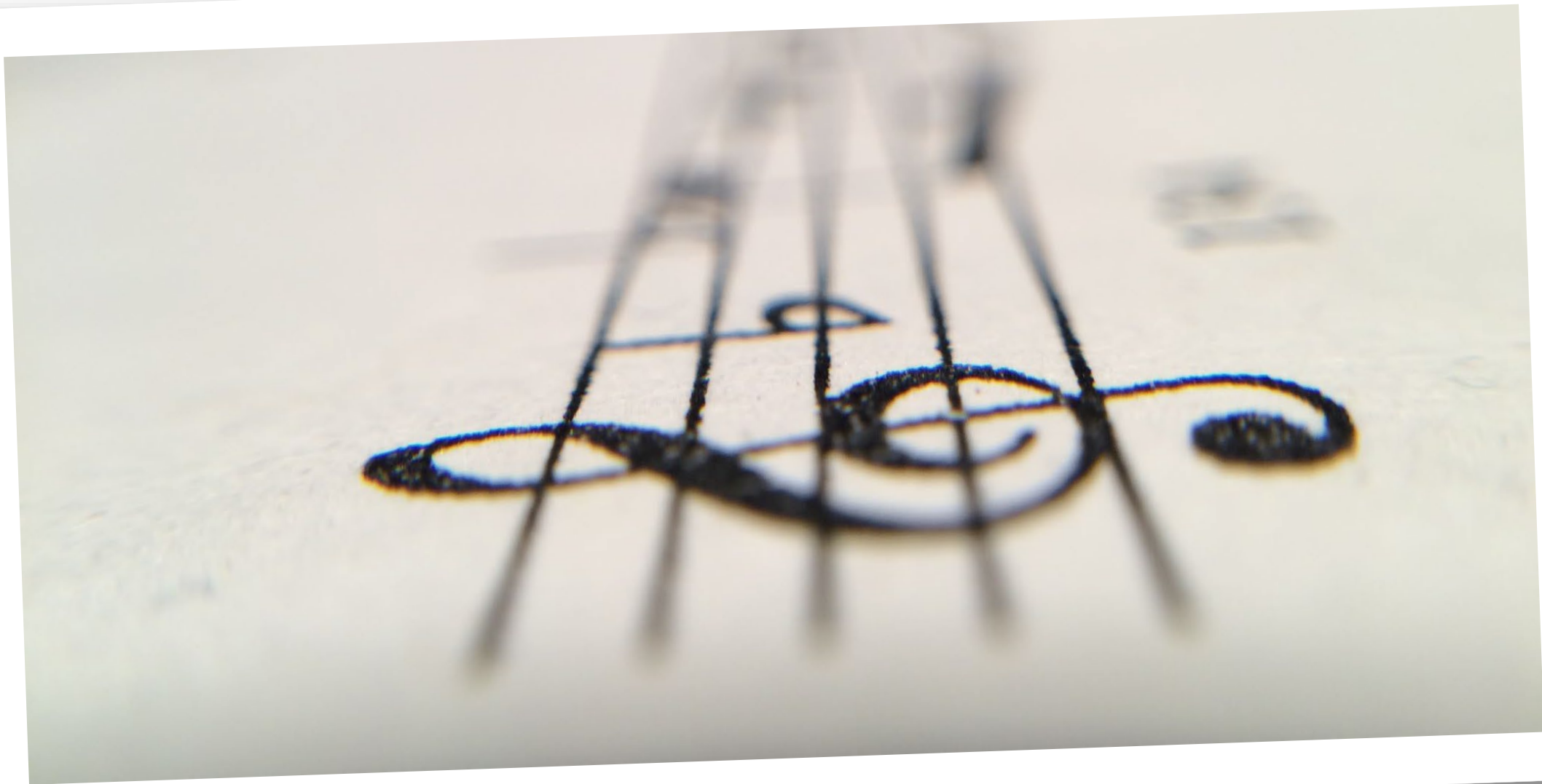
<http://bok.apmp.org/bok/stakeholder-engagement-and-management/>

### Summary

- **The Bid or Proposal Manager must lead the stakeholder community and influence behaviors and activities that support the team's objectives.**
- **Negotiation can be used to resolve differences.**

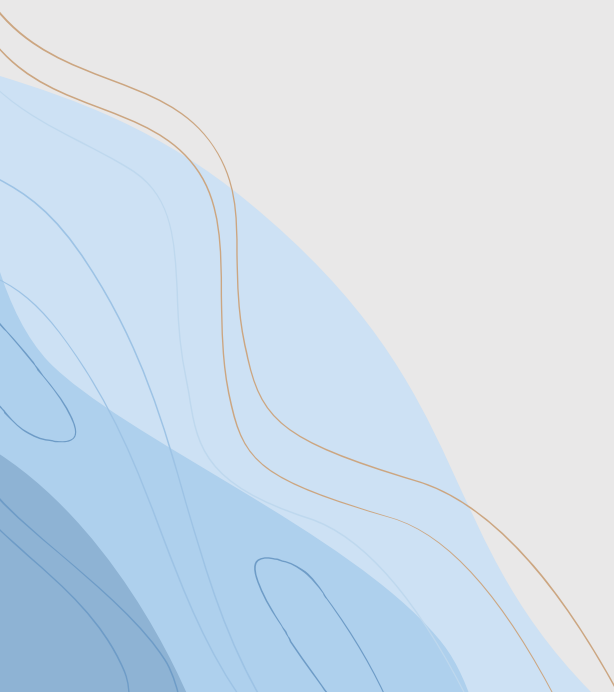
# Terms to Know

- [Benefit](#)
- [Negotiation](#)
- [Opportunity](#)
- [Principles of Influence](#)
- [Proposal Development](#)
- [Proposal Manager](#)
- [Proposal Management](#)
- [Solution](#)
- [Tactics](#)



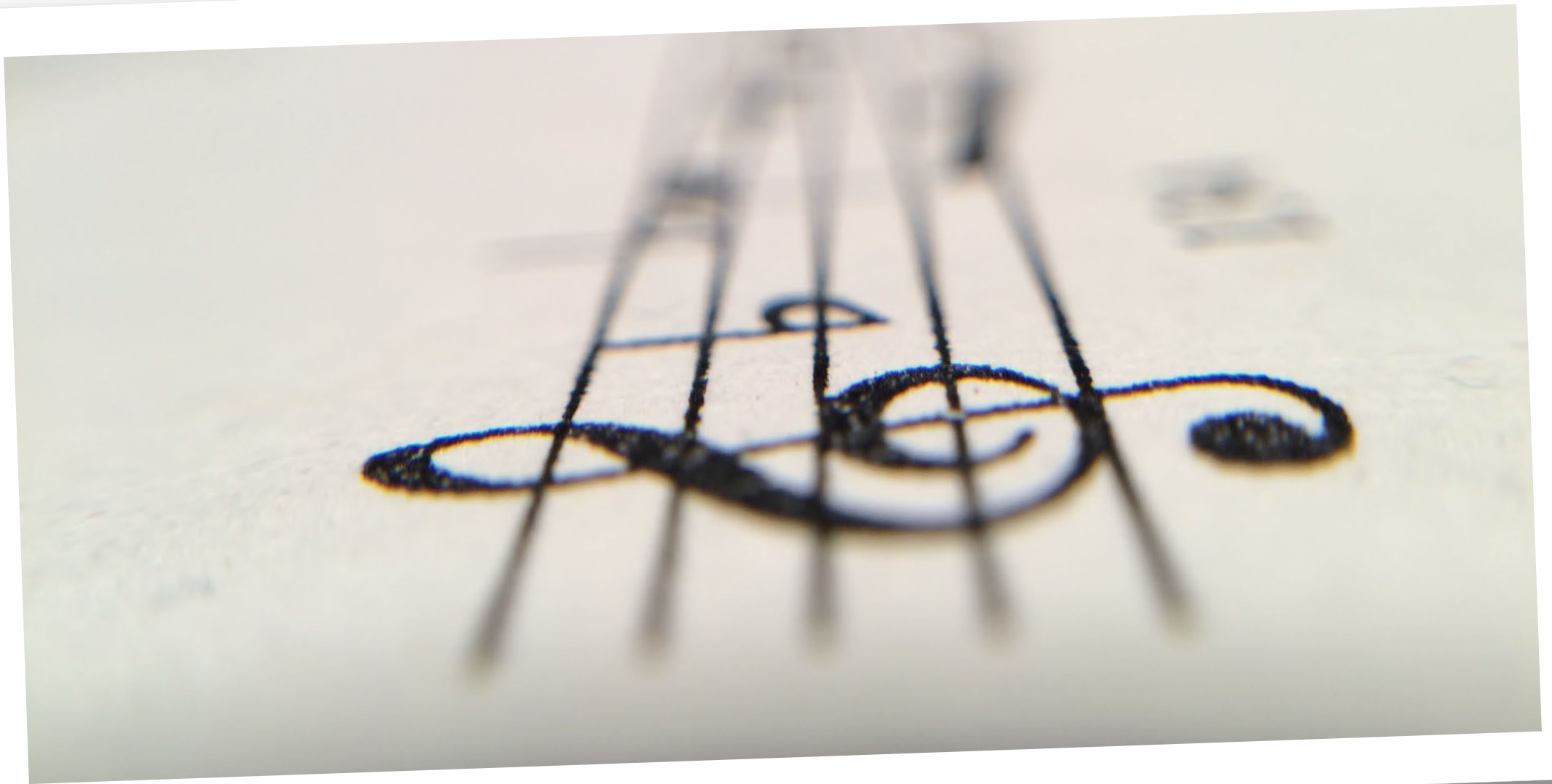


# APMP California Capture Adventure What can you take away?



An aerial photograph of a coastline at sunset. The sun is low on the horizon, creating a bright glow and casting long shadows. The water is dark with some whitecaps, and the land is visible in the foreground and middle ground. 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](https://www.apmp.org/events/event_list.asp)

APMP Webinars & Recordings

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



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