



APMP California Capture Adventure Customer Focused Opportunity Capture Skills

Welcome!

Thanks for being part of the adventure!

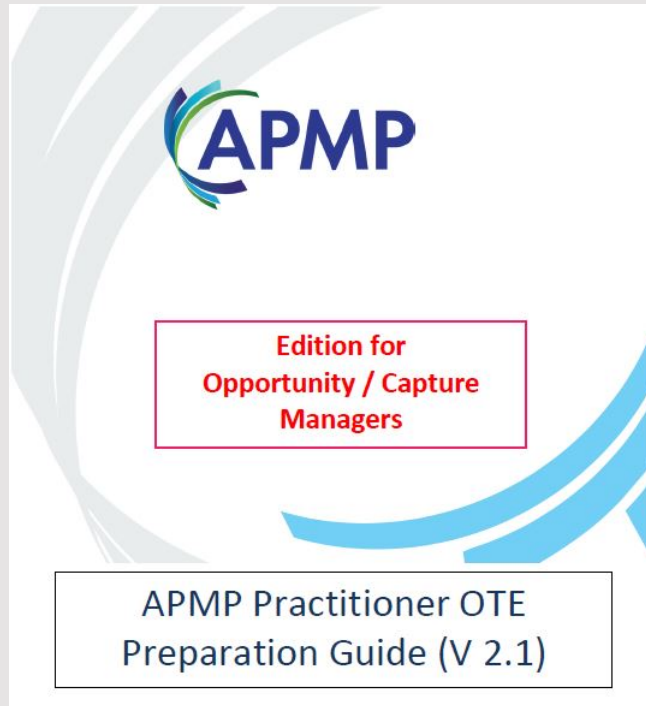


Marie
APMP Professional
Development Chair




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

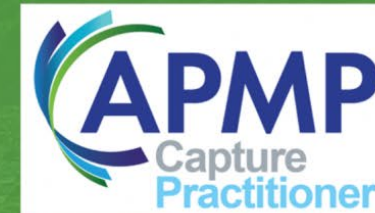
<https://www.apmp.org/page/AccreditationATOs>

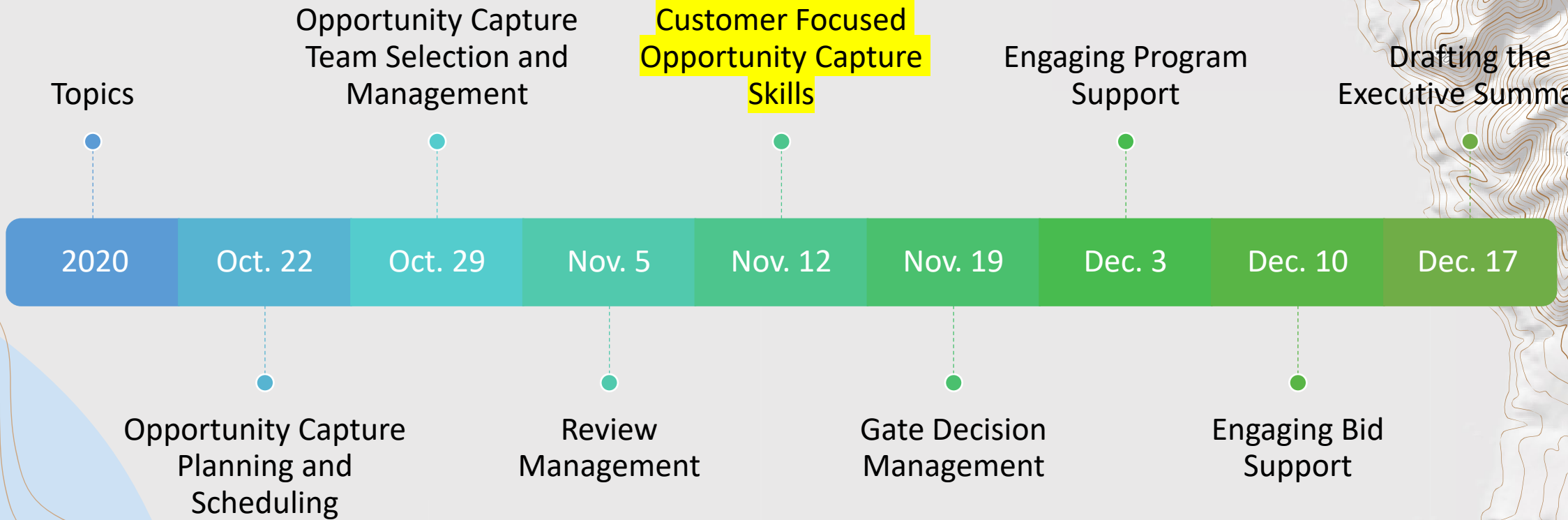


APMP CALIFORNIA CAPTURE ADVENTURE SERIES

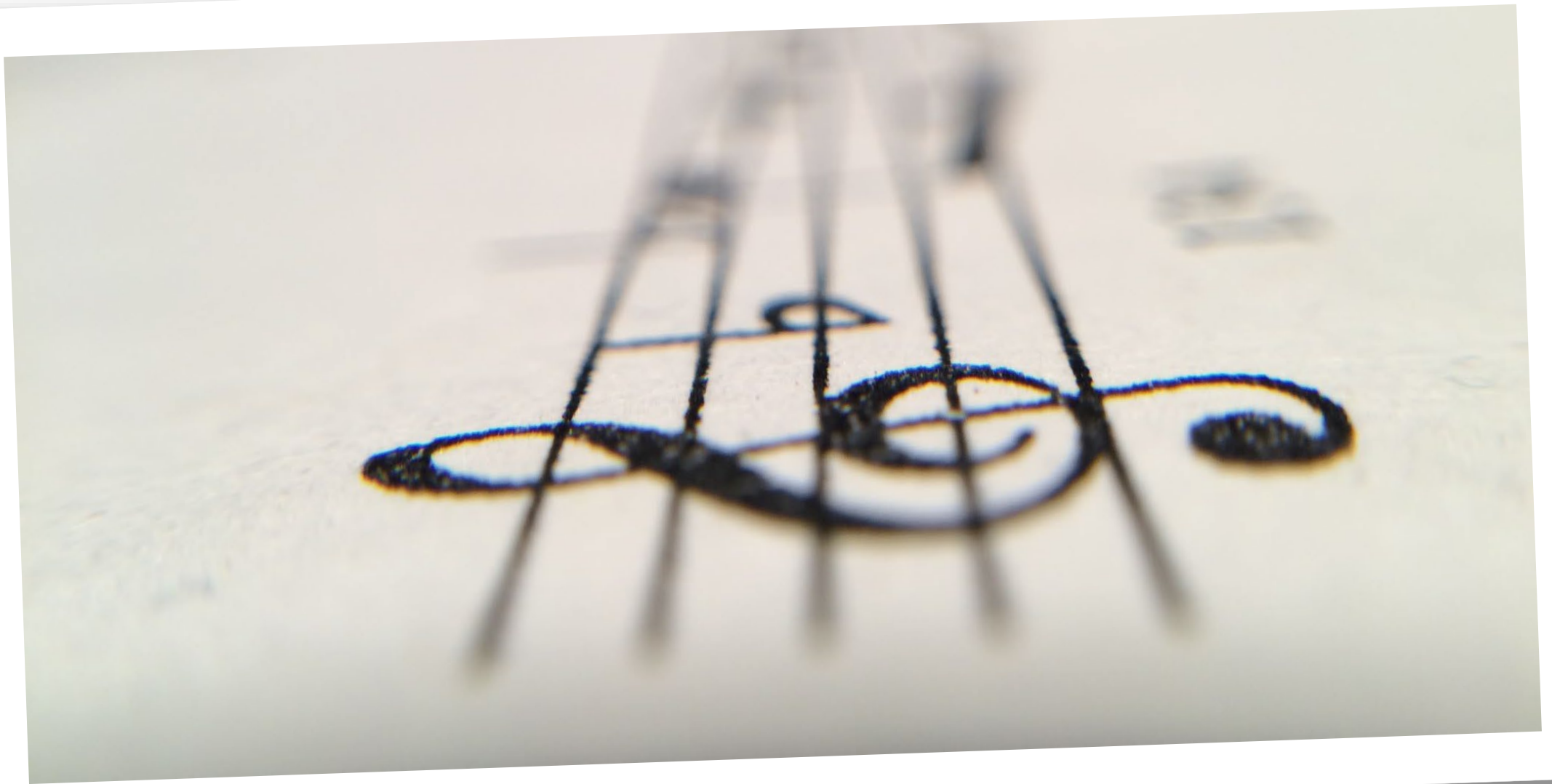
EVERY THURSDAY ON ZOOM | 9:30 - 10 AM
OCT. 22 - FEB. 25

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











Customer Focused Opportunity Capture Skills

Customer Focused Opportunity Capture Skills

1

Apply appropriate opportunity capture processes to customers different buying patterns

2

Define and articulate benefits that map to customer issues throughout the buying cycle

3

Use a variety of techniques to anticipate and handle objections throughout the opportunity capture process

Customer Focused Opportunity Capture Skills

4

Test the potential solution with the customer early and often

5

Develop a logical business case that supports the customer in making logical buying recommendations

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 Body of Knowledge

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

Customer Focused Opportunity Capture Skills BOK Topics



End to End
Buying
Process



Customer
focused
opportunity
capture skills
and tactics



Value
propositions



Developing a
business case

Customer Focused Opportunity Capture Skills BOK Topics

<http://bok.apmp.org/bok/end-to-end-process/>

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

<http://bok.apmp.org/bok/value-propositions/>

<http://bok.apmp.org/bok/developing-a-business-case/>

Terms to Know – End to End Process

- [Best and Final Offer \(BAFO\)](#)
- [Bid Decisions \(General\)](#)
- [Bid/No-Bid Decision](#)
- [Bid Pursuit Decision](#)
- [Bid Validation Decision](#)
- [Business Case Review/Senior Management Review](#)
- [Business Development Phases](#)
- [Competitive Intelligence](#)
- [Competitor Review](#)
- [Content Plan](#)
- [Delivery](#)
- [Executive Summary](#)
- [Final Document Review](#)
- [Job Role \(Relationship of Roles to Job Titles\)](#)
- [Lessons Learned Review](#)
- [Market Identification](#)
- [Market Strategy](#)
- [Opportunity/Capture Plan](#)
- [Opportunity/Capture Plan Review](#)
- [Opportunity Qualification Decision](#)
- [Pricing Strategy](#)
- [Proposal](#)
- [Proposal Development](#)
- [Proposal Outline](#)
- [Proposal Planning](#)
- [Proposal Responsibility Matrix](#)
- [Proposal Management Plan](#)
- [Response Matrix](#)
- [Reviews \(General\)](#)
- [Style Sheet](#)

Common Pitfalls and Misconceptions

Lack of discipline and accountability

- Defining an end-to-end process is a necessary but insufficient element in achieving higher levels of BD capability maturity. To realize the benefits of a process, an organization must have the discipline to “walk the walk” and not just “talk the talk.”
- This begins with executive leadership. Any BD process reengineering project must begin with complete executive support. Engage senior executives throughout the design efforts and gain their buy-in at critical milestones. Encourage them to actively promote and socialize the benefits of the new process.
- Don't forget senior executives when planning training for the new process. They too may have new assigned responsibilities and may require training, coaching, or mentoring.

Common Pitfalls and Misconceptions

Lack of support with tools and training

- The very best BD process won't be successful if it's not supported with appropriate tools and training. When faced with implementing a new way of doing things, individuals will resist and revert to old ways unless they have the competencies required by the new process.

Common Pitfalls and Misconceptions

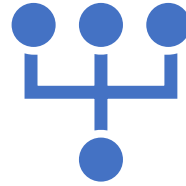
Corporate inertia and changing priorities

Most organizations readily agree that an end-to-end BD process is necessary. However, the tempo of daily operations frequently overshadows the will to begin improvement. Changing priorities frequently sidetrack BD reengineering efforts that are underway. Unfortunately, a crisis is often the catalyst that produces improvement.

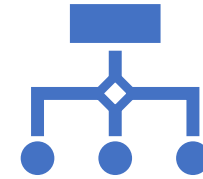


Clear definition of goals
is the key to success.
Edison Montgomery

Summary Developing a Business Case



The Opportunity/Capture Manager is responsible for ensuring that an internal business case for the opportunity is developed and signed off on by appropriate stakeholders.



The entire opportunity/capture team should play a part in helping the customer write their business case for the solution.



A business case built collaboratively with the customer evolves over time.

Summary Developing a Business Case



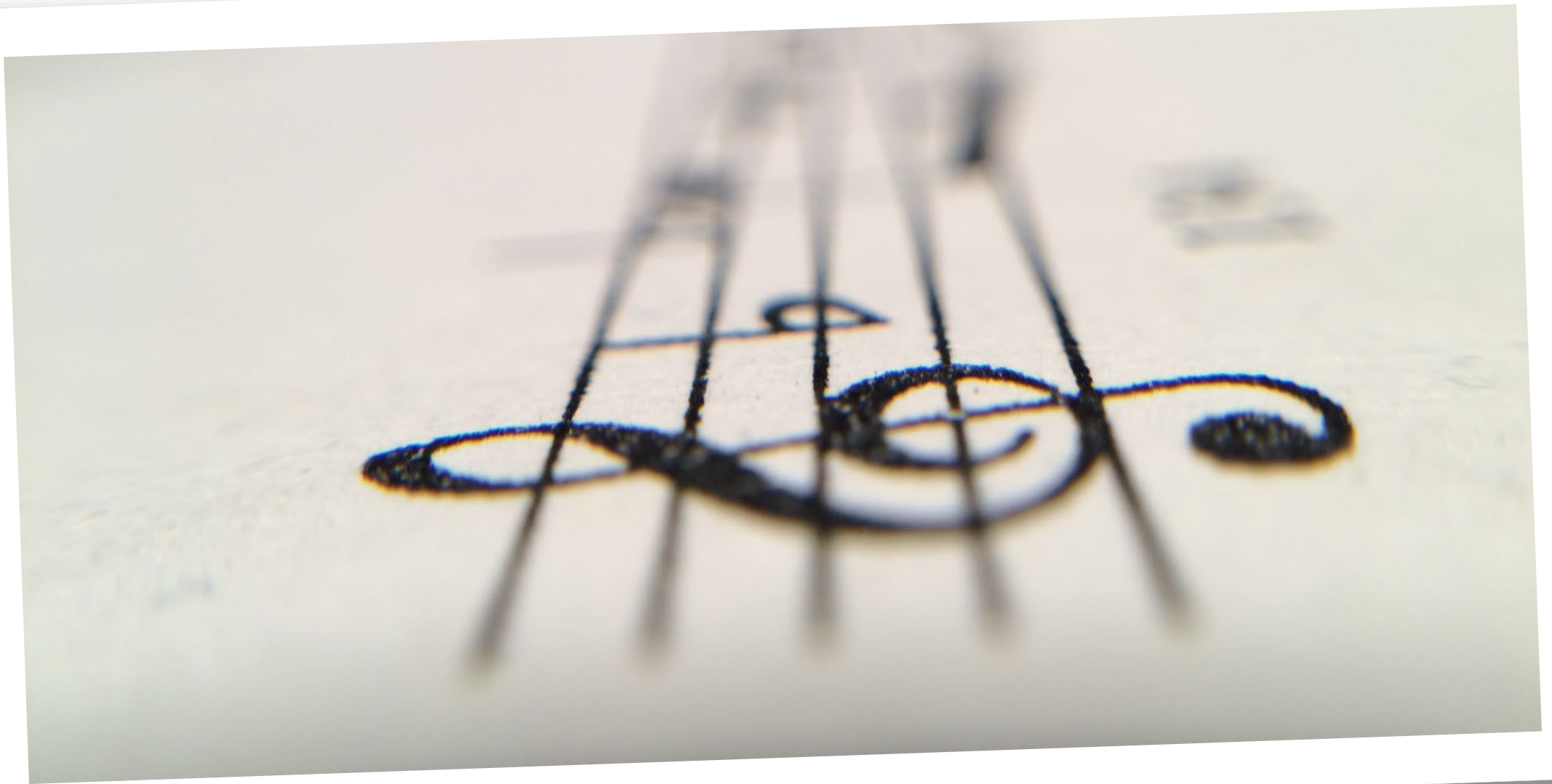
A business case should be concise and to the point. For small projects, it may run a few pages. For larger projects and complex business change endeavors, the document will be large.



Keep the intended audience in mind when preparing each section and include supporting information in an appendix. For instance, the option appraisal section may summarize each option, with the details contained elsewhere for reference.



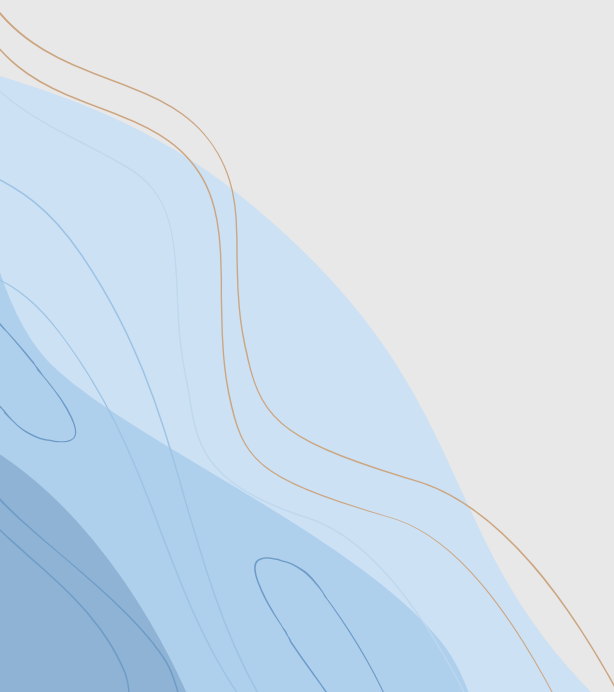
The purpose of a business case is to outline the business rationale for undertaking a project and to provide a means to continually assess and evaluate project progress.





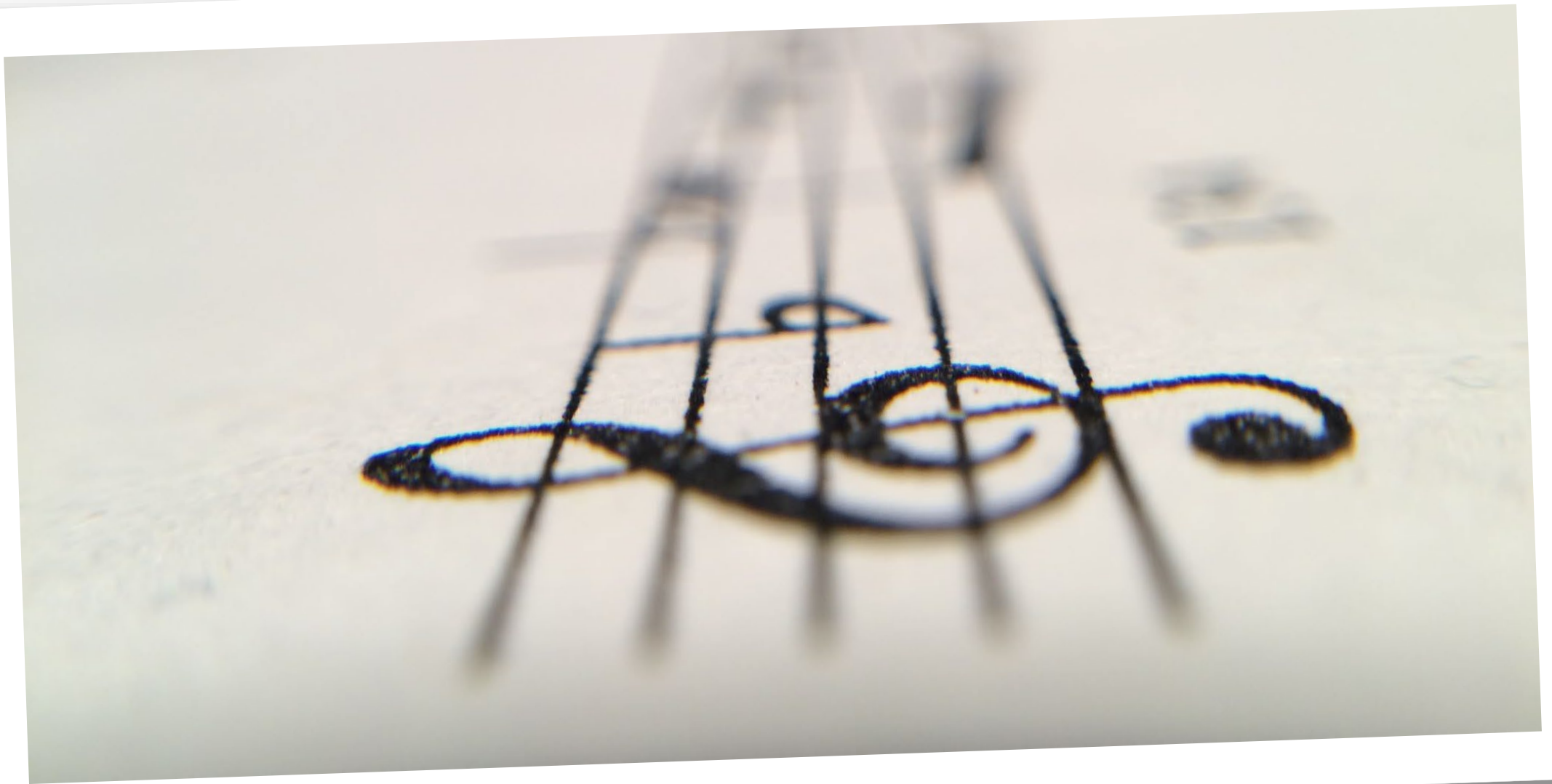
APMP California Capture Adventure

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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