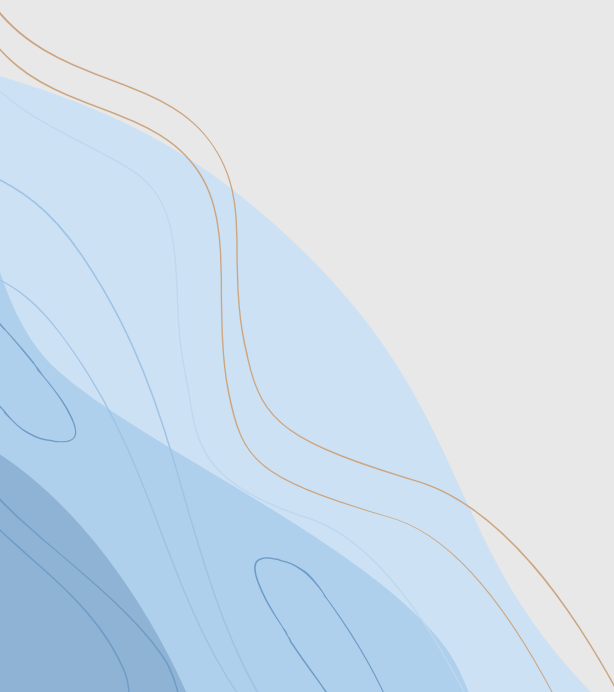




APMP California Capture Adventure Engaging Program Support



Welcome!

Thanks for being part of the adventure!

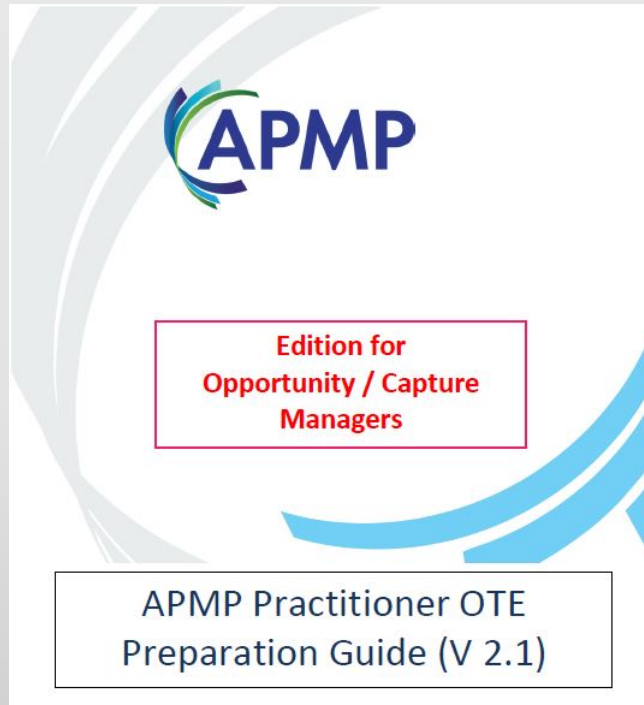


Marie
APMP Professional
Development Chair




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

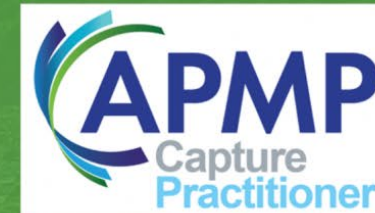
<https://www.apmp.org/page/AccreditationATOs>

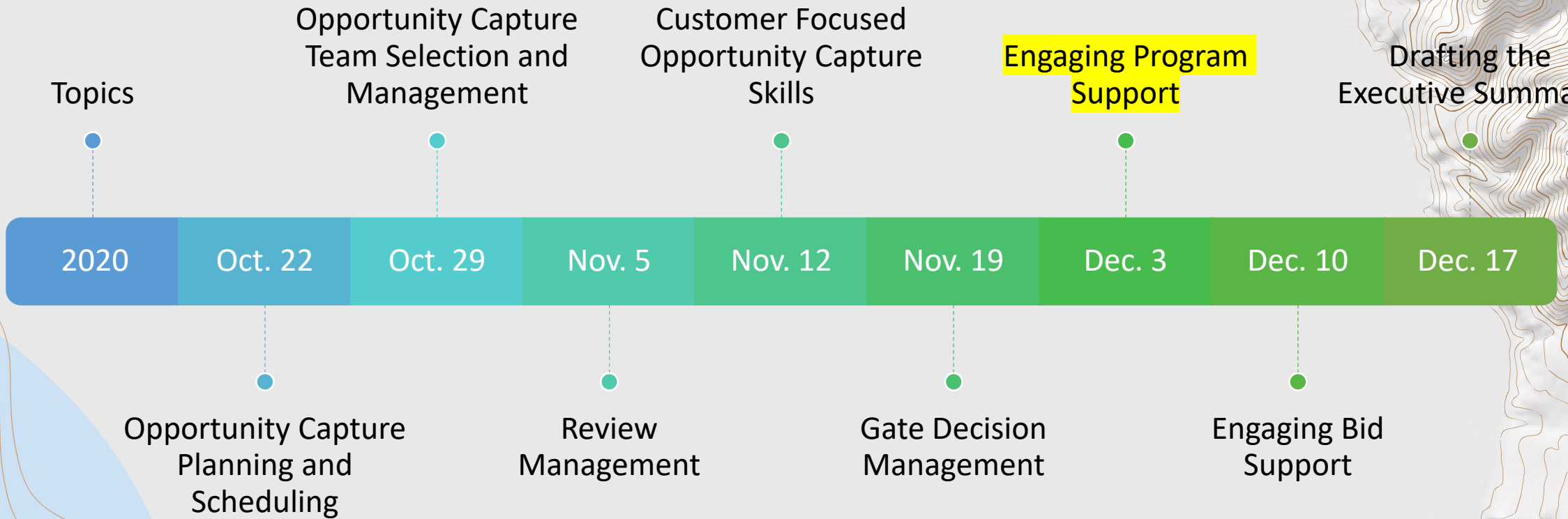


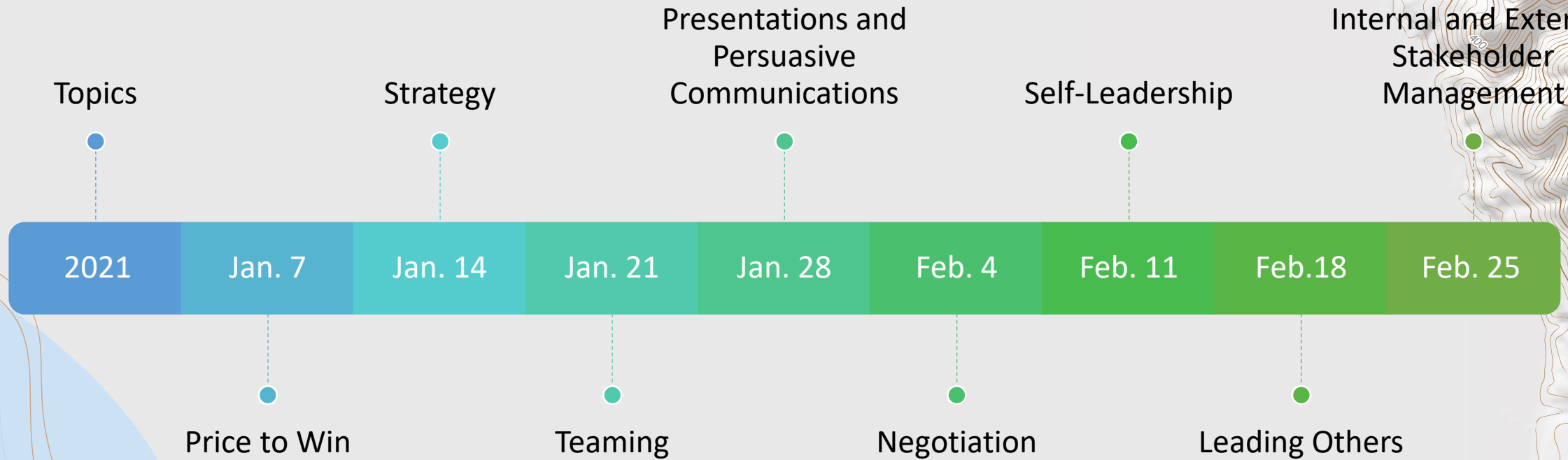
APMP CALIFORNIA CAPTURE ADVENTURE SERIES

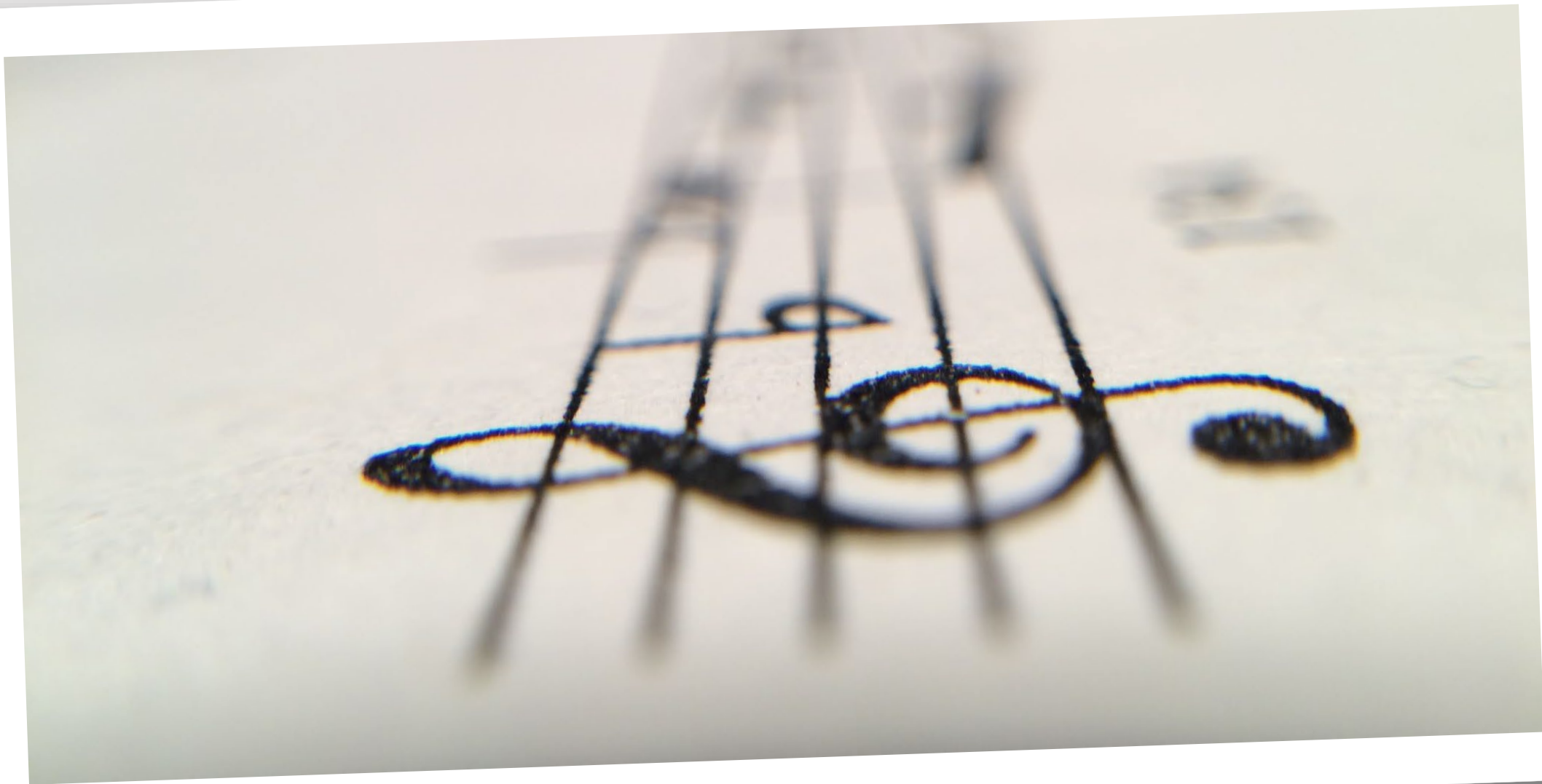
EVERY THURSDAY ON ZOOM | 9:30 - 10 AM
OCT. 22 - FEB. 25


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 casting long shadows. The ocean is dark with white-capped waves crashing against the shore. The sky is a mix of orange, yellow, and blue.

Engaging Program Support

Engaging Program Support

1

Engage Senior Managers to appoint the program manager immediately after the Pursuit Gate Review

2

Develop the opportunity capture strategy collaboratively with the Program Manager

3

Coach the Program Manager to lead or support the development of the solution performance work statements, make/buy and work share plans, work breakdown structure, program plan, transition plan, program schedules, costing, and price-to-win analysis

Engaging Program Support

4

Coach the Program Manager to develop a baseline solution presentation for the proposal kick-off meeting

5

Coach the Program Manager to ensure that the solution is continually aligned with the evolving strategy

6

Prepare, or, delegate the preparation of, detailed, transition and internal program management plans

Engaging Program Support

7

Use the Opportunity capture Schedule to impose the solution freeze

8

Coach the Program Manager for the final presentation

9

Formally transition program responsibility from the Opportunity Capture Manager to the Program Manager upon contract award

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>

Engaging Program Support BOK Topics

Engaging Program
Support in the
Opportunity Capture
Process

Developing the
solution cost

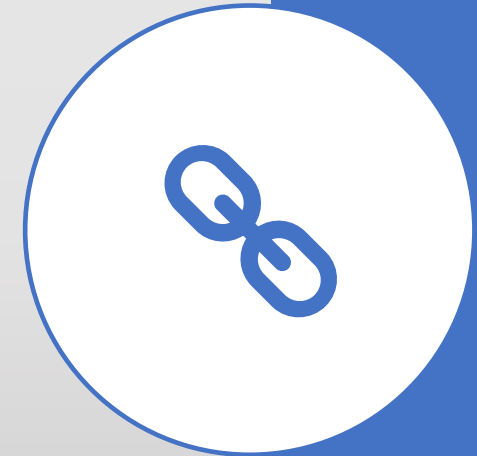
Price to win

Managing Internal
Risk

Managing External
Risk

Engaging Program Support BOK Topics Links

- <http://bok.apmp.org/bok/engaging-the-program-manager-during-the-opportunity-capture-process/>
- <http://bok.apmp.org/bok/developing-the-solution-cost/>
- <http://bok.apmp.org/bok/price-to-win/>
- <http://bok.apmp.org/bok/managing-internal-risk/>
- <http://bok.apmp.org/bok/managing-external-risk/>



Summary – Developing the Solution Cost



Plan activities early in the opportunity/capture phase to work with the customer to establish their requirements—and, if they have one budget, develop a realistic target cost.



Keep the target cost under constant review when helping the customer develop a budget for the opportunity.



Continually and clearly differentiate between cost, price, and value with the customer and with the solution team.



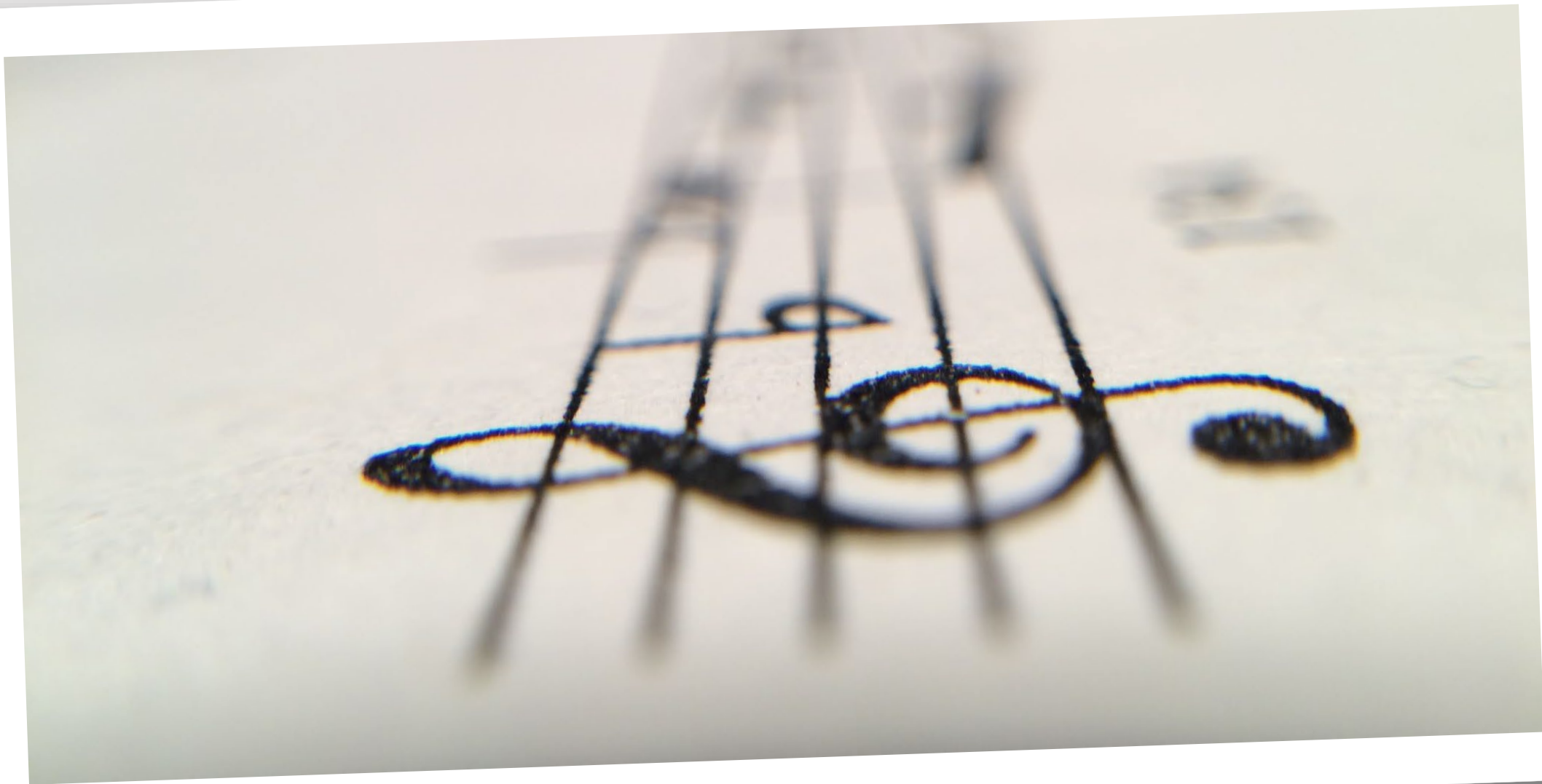
Manage the development of a cost strategy that is aligned to and supports the win strategy.



Prepare estimating guidelines for each opportunity.



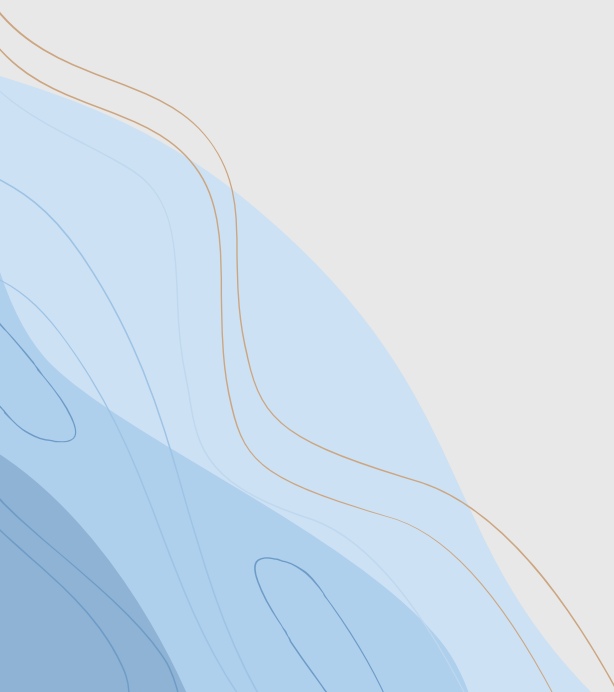
Develop a firm and objective rationale for your cost estimates to reduce requests to lower the price during negotiation.





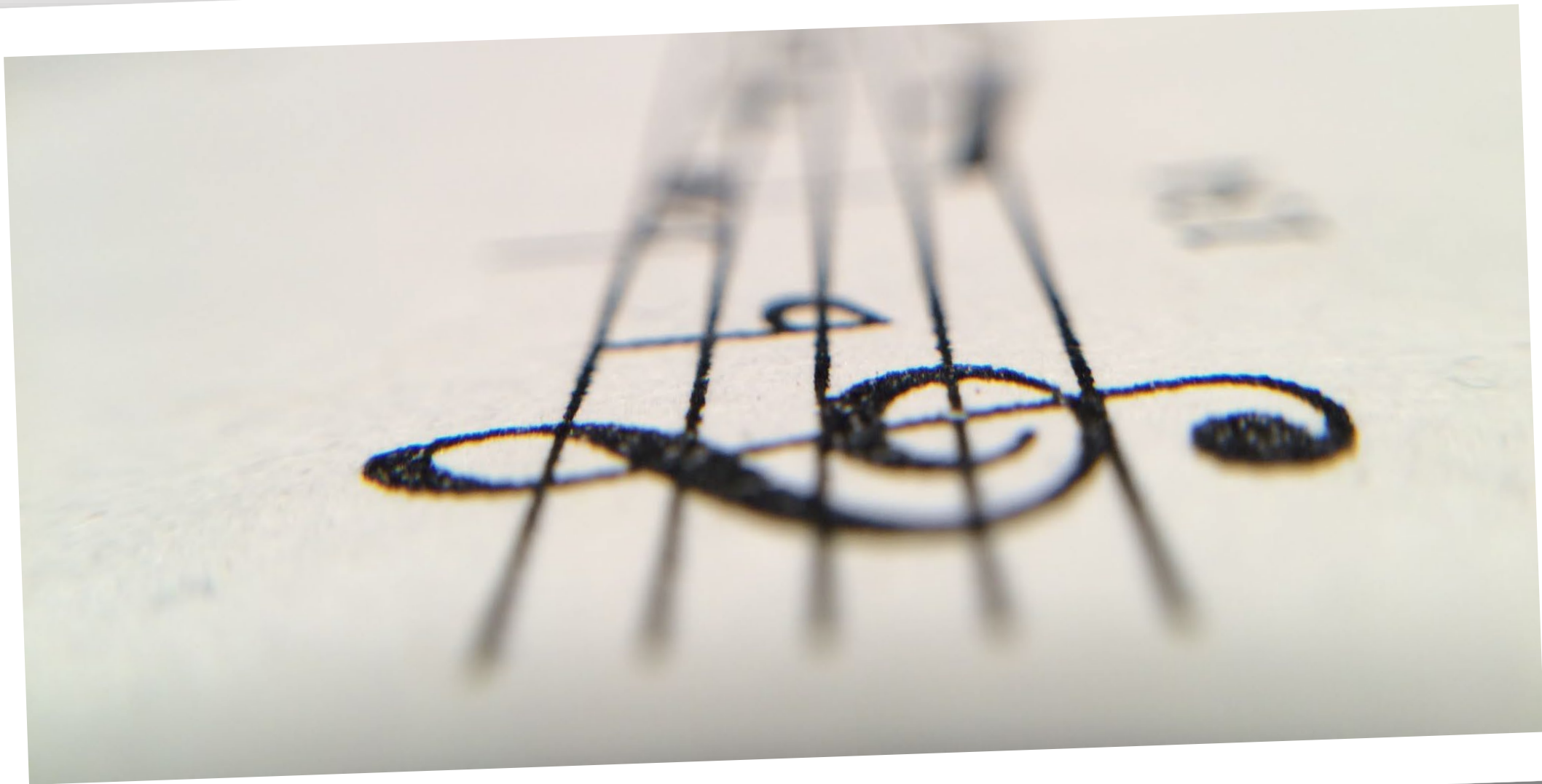
APMP California Capture Adventure

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 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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