



APMP California Capture Adventure
Engaging Bid Support
How can we support you?

Welcome!

Thanks for being part of the adventure!

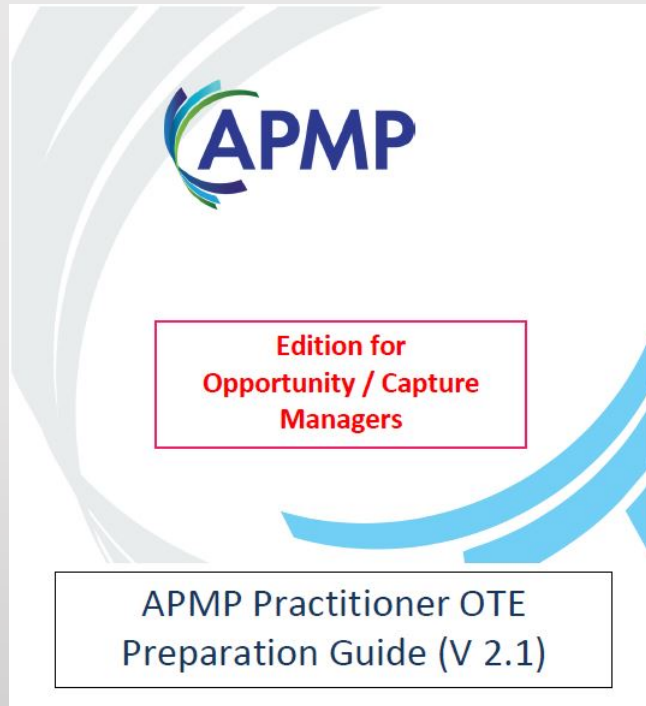


Marie
APMP Professional
Development Chair




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>

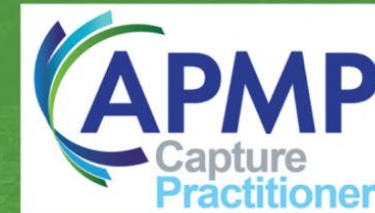
APPROVED TRAINING ORGANIZATIONS

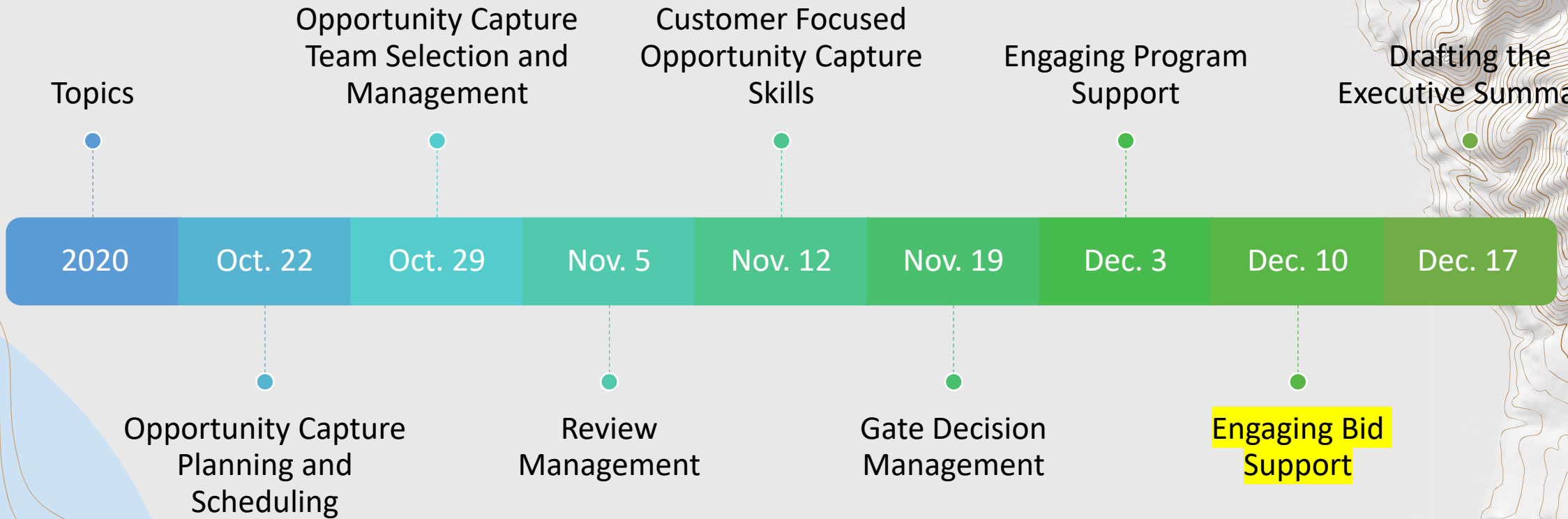
<https://www.apmp.org/page/AccreditationATOs>

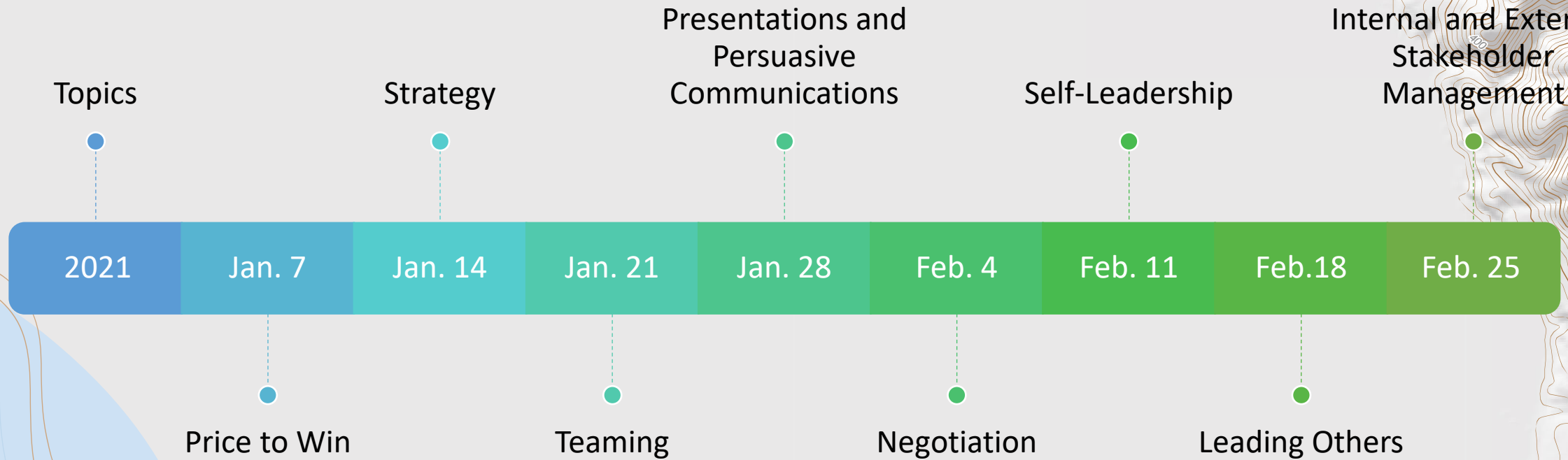
APMP CALIFORNIA CAPTURE ADVENTURE SERIES

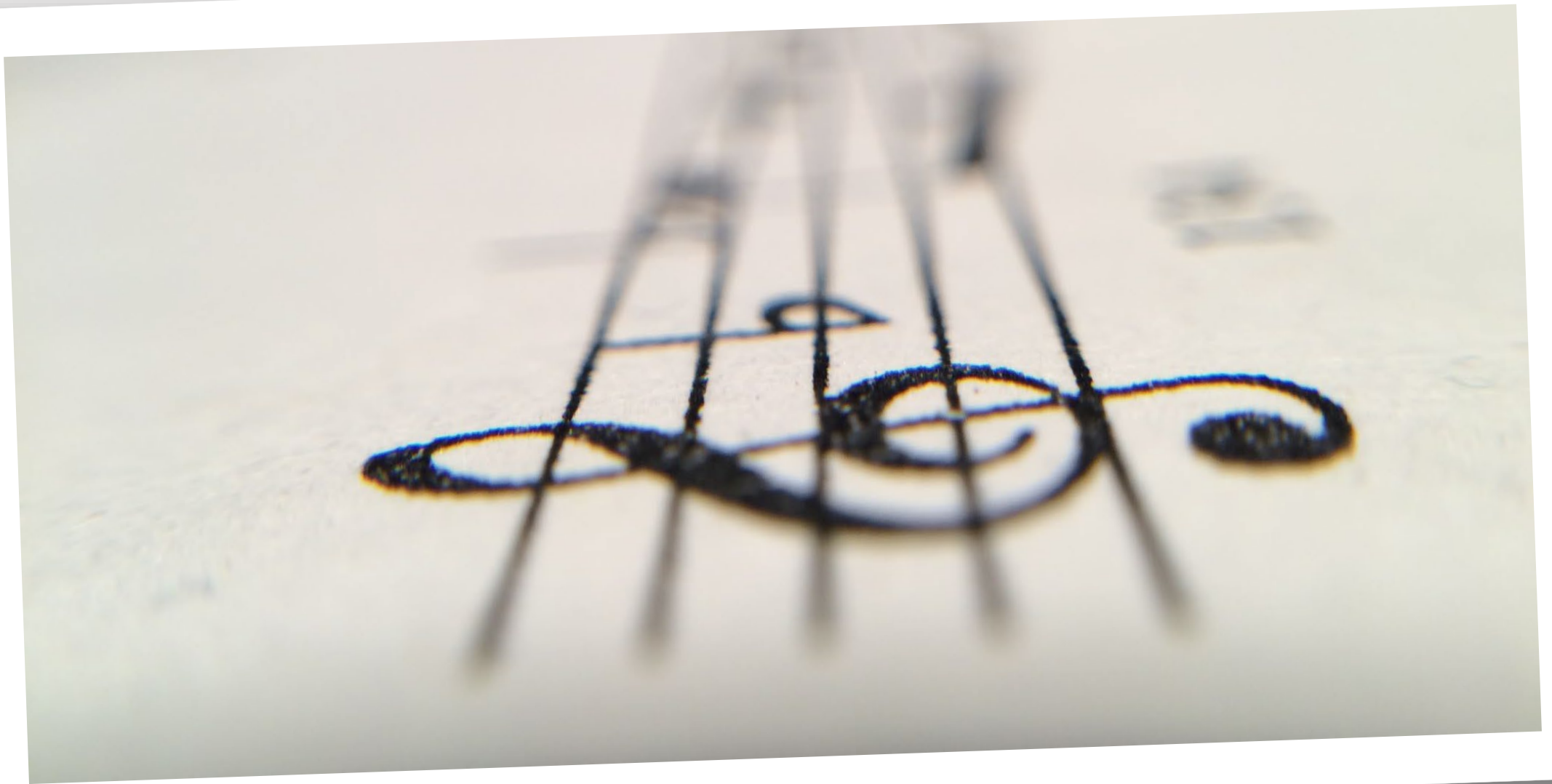
EVERY THURSDAY ON ZOOM | 9:30 - 10 AM
OCT. 22 - FEB. 25

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











Engaging Bid Support

Engaging Bid Support

1

Work with the Bid Manager to prepare detailed proposal budget

2

Extend the opportunity capture strategy into the proposal strategy and conduct Opportunity Strategy Review

3

Integrate proposal support, program management, engineering, and key teaming partners in proposal planning, solution development, work share, WBS development, and price-to-win (PTW) activities

Engaging Bid Support

4

Influence the selection of the best proposal team members

5

Provide support during the proposal kick-off meeting

6

Define and manage contacts with the customer, including bidder's conferences, site visits, and questions regarding solicitation documents

Engaging Bid Support

7

Analyze the final bid request and lead the Bid Validation gate decision

8

Lead, guide, or contribute to post bid submittal interactions with the customer, including questions, clarifications, contract negotiations, proposal debrief, and program start-up



 **APMP Body of Knowledge**

The logo for the APMP Body of Knowledge. It consists of a circular icon on the left made of three curved lines in shades of blue and purple. To the right of the icon, the text "APMP Body of Knowledge" is written in a white, sans-serif font. The entire logo is set against a dark green rectangular background.

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

Engaging Bid Support BOK Topics

[Scheduling](#)

[Budgets](#)

[Develop Opportunity Capture Strategy](#)

[Strategy and Win Themes](#)

[Linking Opportunity Capture plans to Proposal Content](#)

[Reviews](#)

[Opportunity Capture Team Selection and Management](#)

[Engaging and Managing Bid Support](#)

[Kick Off Meetings](#)

[Customer Focused Opportunity Capture Skills](#)

[Gate Decisions](#)

[Negotiations](#)

[Managing Customer Questions](#)

Engaging and Managing Bid Support Best Practices

1. Seek the Bid Manager's input when preparing the detailed proposal budget.

2. Extend the opportunity/capture strategy into the proposal strategy.

3. Integrate the extended opportunity/capture team in key pre-proposal activities.

4. Write and use the draft executive summary.

5. Influence the selection of the best core proposal team members.

6. Support the proposal kickoff meeting.

7. Manage contact with the customer throughout.

8. Participate in but do not facilitate reviews.

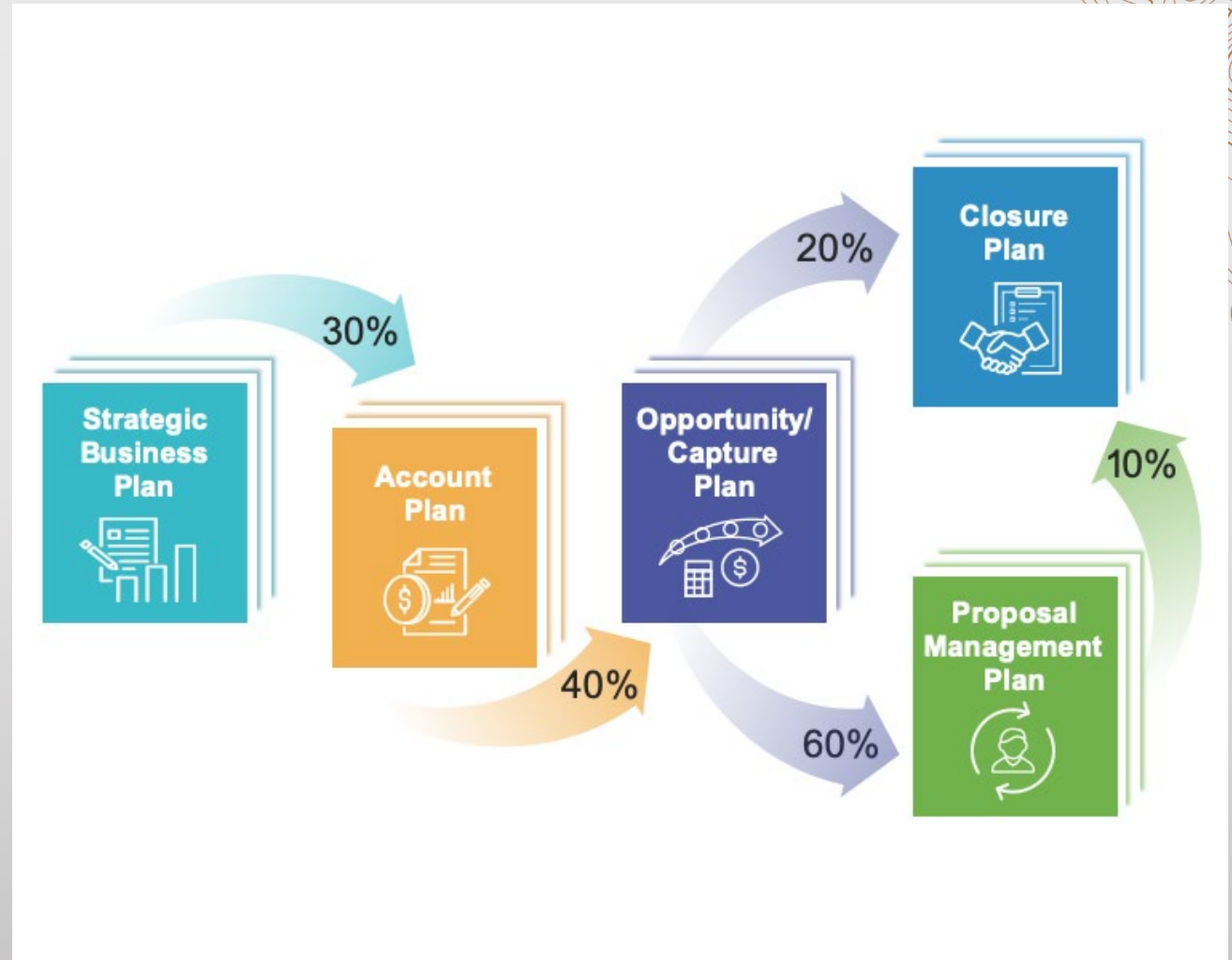
9. Help analyze the final bid request and lead the bid validation gate review.

10. Lead, guide, or contribute to post-bid submittal interactions with the customer.

Adapt Opportunity/Capture Plan Content to the Proposal Plan

Adapt and reuse material from prior plans wherever possible. While estimates vary, approximately 40 percent of the data from the account plan applies to the opportunity/capture plan; up to 80 percent of the opportunity/capture plan data is needed in the proposal and closure plans.

Remember, reusing material saves time and improves consistency, as long as each item is reviewed and adapted before insertion.





Write and use the draft executive summary.

- The Opportunity/Capture Manager is the primary owner of the executive summary, but seldom the only writer. The Opportunity/Capture Manager is responsible for the initial draft.
- Use the executive summary draft to brief internal management, obtain buy-in, and refine proposal strategies.
- Use it to brief your extended opportunity/capture team, including the proposal team, program management, engineering, and key teaming partners and their management.
- Distribute and review the draft executive summary at the proposal kickoff meeting. When proposal developers understand your key messages, they can align their writing more easily. Equally important, having and sharing the draft executive summary at proposal kickoff will convince contributors that they will be competently managed and that their contribution will lead to a win.

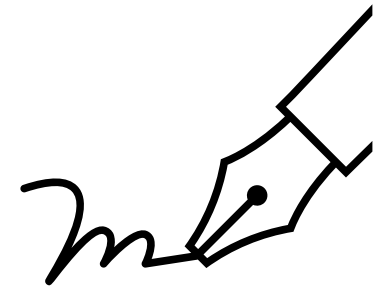
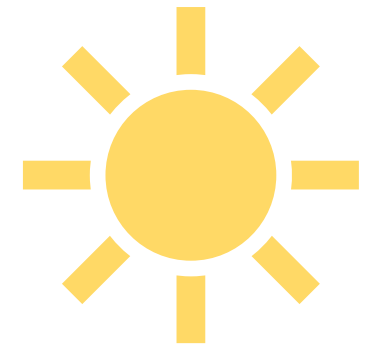
Lead, guide, or contribute to post-bid submittal interactions with the customer.

The Opportunity/Capture Manager's charge is to win the contract, and you haven't won until you've signed the contract. In most instances, the Opportunity/Capture Manager supports but does not lead the following post-submittal activities.

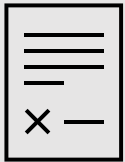
Questions and clarifications follow most proposal submissions and are typically coordinated by the Bid Manager. Regard questions as a positive event; customers usually ask questions because you remain in contention. Strategize each response and respond with the same discipline and courtesy as in the proposal.



Graybeard visits are an opportunity to impress senior members of the customer's evaluation team. While the Proposal or Program Manager might plan these visits, the Opportunity/Capture Manager should usually facilitate **graybeard** and site visits. **Graybeard** and site visits are positive signs that you remain in contention.



Lead, guide, or contribute to post-bid submittal interactions with the customer.



Contract negotiations are often led by the seller's contract specialists, supported by the Program Manager. As the Opportunity/Capture Manager, brief the lead negotiator regarding key customer participants and customer hot button issues.



Proposal debriefs are typically requested, scheduled, and facilitated by the Opportunity/Capture Manager or Bid Manager. Request a debrief, win or lose, and keep it constructive. Assign a notetaker. The Opportunity/Capture Manager should focus on listening, recognizing nonverbal signals, and asking constructive follow-up questions. Leave proposal document questions to the Bid Manager, if he/she attends the debrief.



Protests are best handled by contracts or legal representatives. Opportunity/Capture Managers expecting to pursue additional opportunities with the same customer need to create some distance to maintain a positive or at least neutral relationship with the customer.



Program start-up is often seen by customers as the official handover from the Opportunity/Capture Manager to the Program Manager. Introduce or reintroduce key program management personnel, clarify their roles, and reinforce their qualifications. As the longtime face of your organization with the customer, explicitly state your role, if any, in this program and future programs.

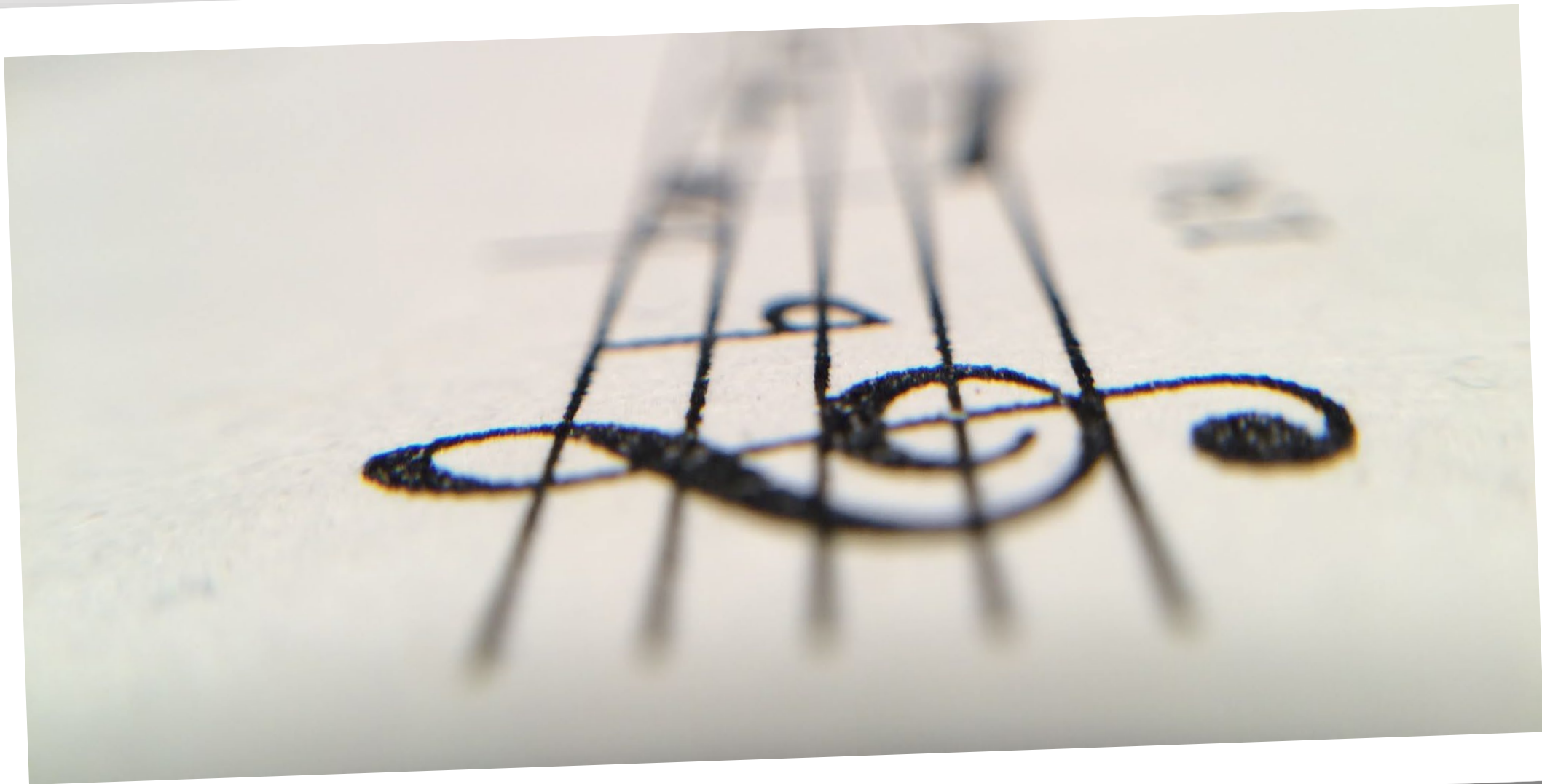
Are You a Maximizer, or a Satisficer?

Barry Schwartz, Swarthmore College psychology professor, developed a way to determine your decision-making style. It may vary depending on what's at stake. For each statement, score yourself on a scale of **1 (strongly disagree)** to **7 (strongly agree)**. The higher your score, the more of a maximizer you are.

- 1.** No matter how satisfied I am with my job, it's only right for me to be on the lookout for better opportunities.
- 2.** When I am in the car listening to the radio, I often check other stations to see if something better is playing, even if I am relatively satisfied with what I'm listening to.
- 3.** When I watch TV, I channel surf, often scanning through the available options even while attempting to watch one program.
- 4.** I treat relationships like clothing: I expect to try a lot on before finding the perfect fit.
- 5.** I often find it difficult to shop for a gift for a friend.
- 6.** Renting videos is really difficult. I'm always struggling to pick the best one.
- 7.** When shopping, I have a hard time finding clothing that I really love.
- 8.** I'm a big fan of lists that attempt to rank things (the best movies, the best singers, the best athletes, the best novels, etc.).
- 9.** I find that writing is very difficult, even if it's just writing a letter to a friend, because it's so hard to word things just right. I often do several drafts of even simple things.
- 10.** I never settle for second best.
- 11.** Whenever I'm faced with a choice, I try to imagine what all the other possibilities are, even ones that aren't present at the moment.
- 12.** I often fantasize about living in ways that are quite different from my actual life.
- 13.** No matter what I do, I have the highest standards for myself.

Schwartz, B., Ward, A., Monterosso, J., Lyubomirsky, S., White, K., & Lehman, D. R. (2002). Maximizing versus satisficing: Happiness is a matter of choice. *Journal of Personality and Social Psychology*, 83, 1178-1197





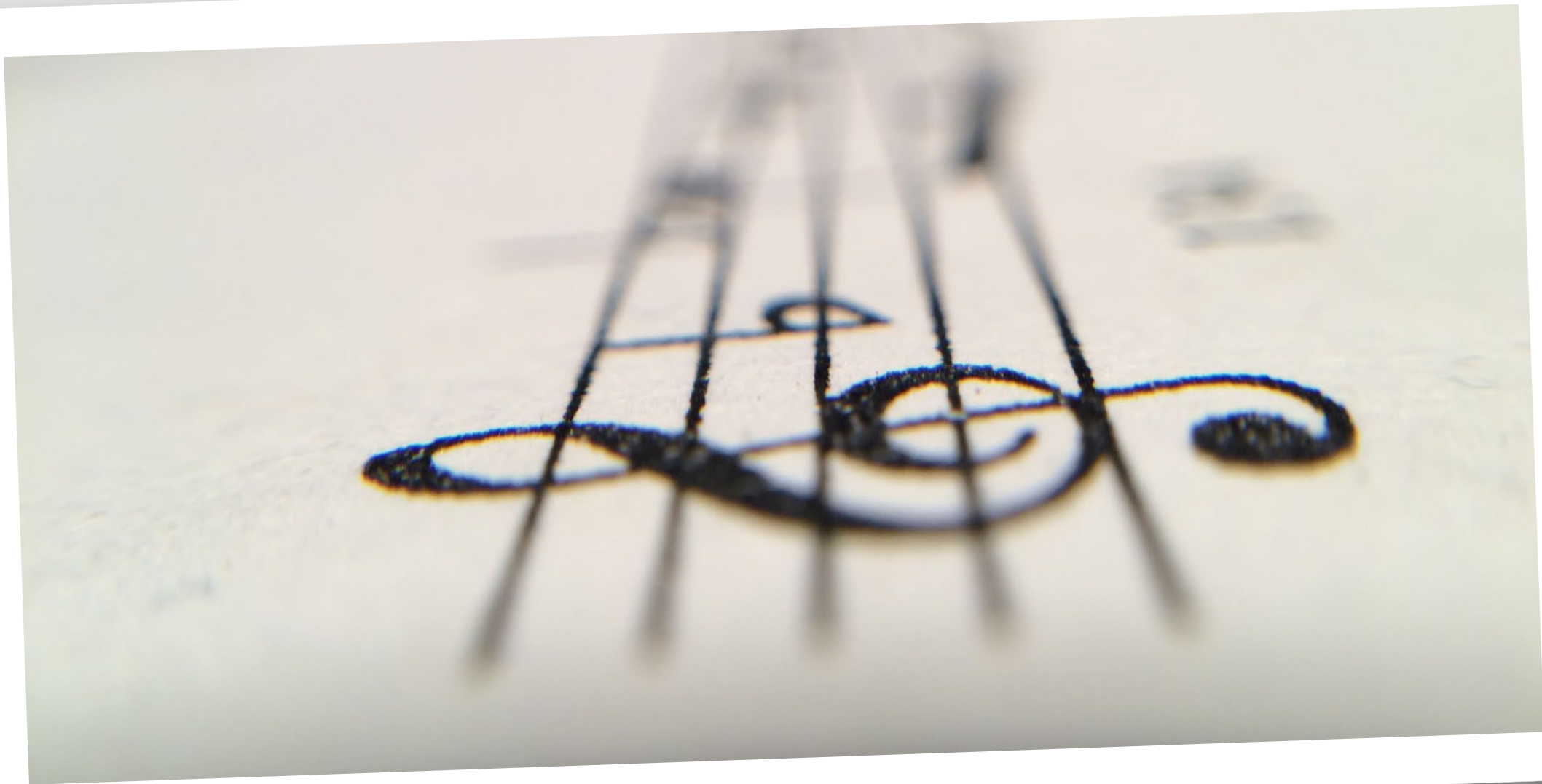


APMP California Capture Adventure

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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