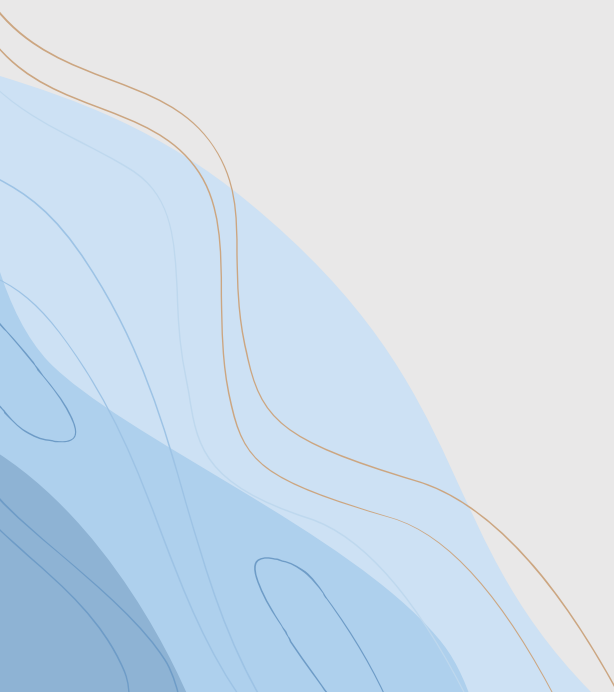




**APMP California Capture Adventure
Price to Win
Let's win in 2021!**



Welcome!

Thanks for being part of the adventure!

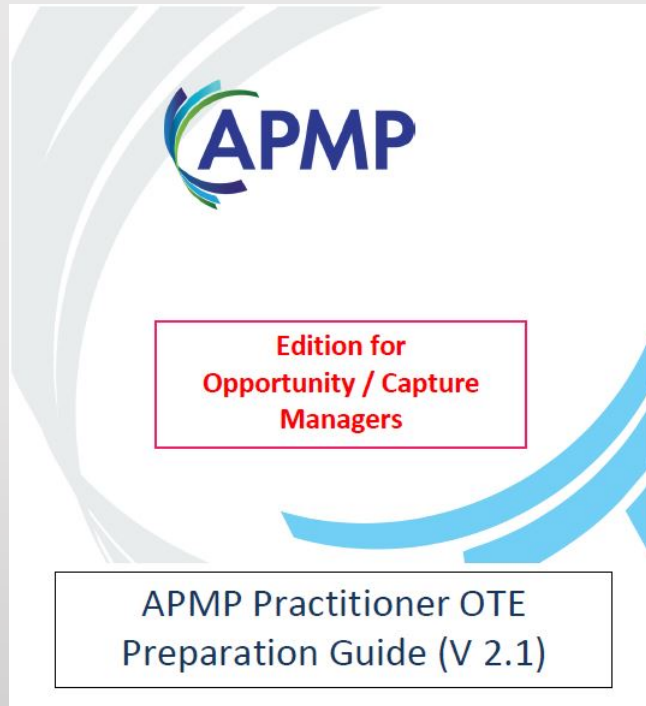


Marie
APMP Professional
Development Chair




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

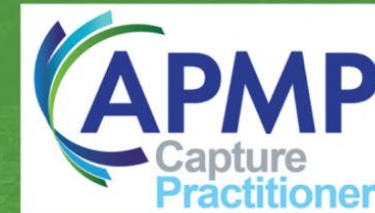
<https://www.apmp.org/page/AccreditationATOs>

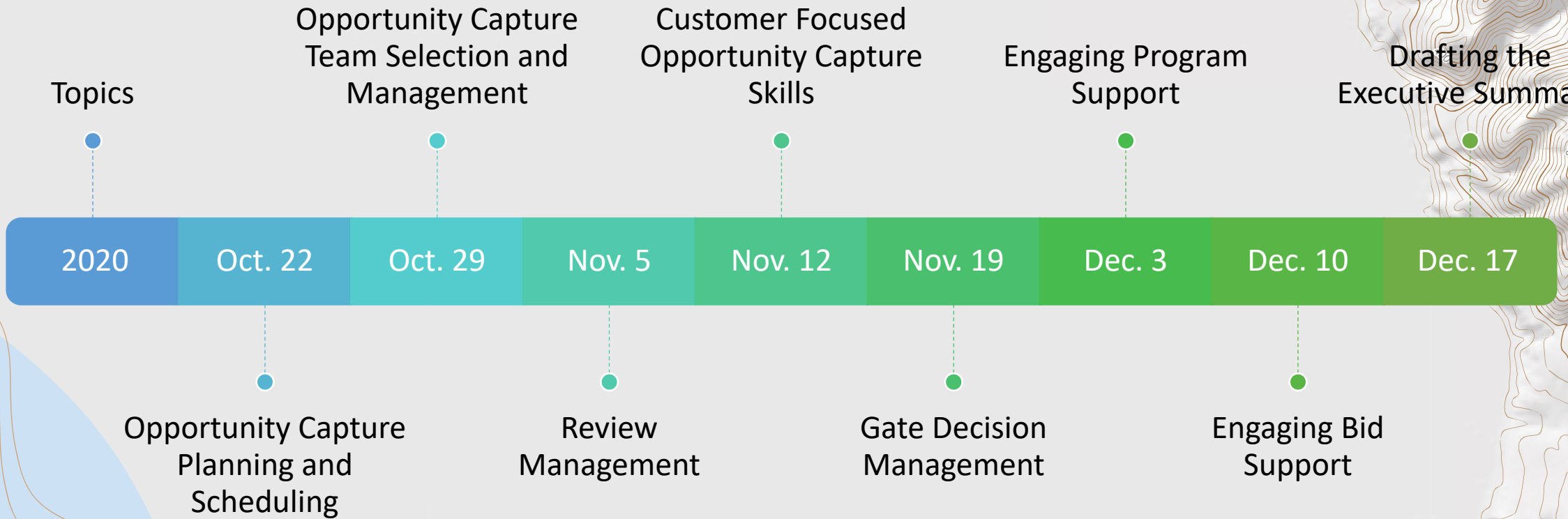


APMP CALIFORNIA CAPTURE ADVENTURE SERIES

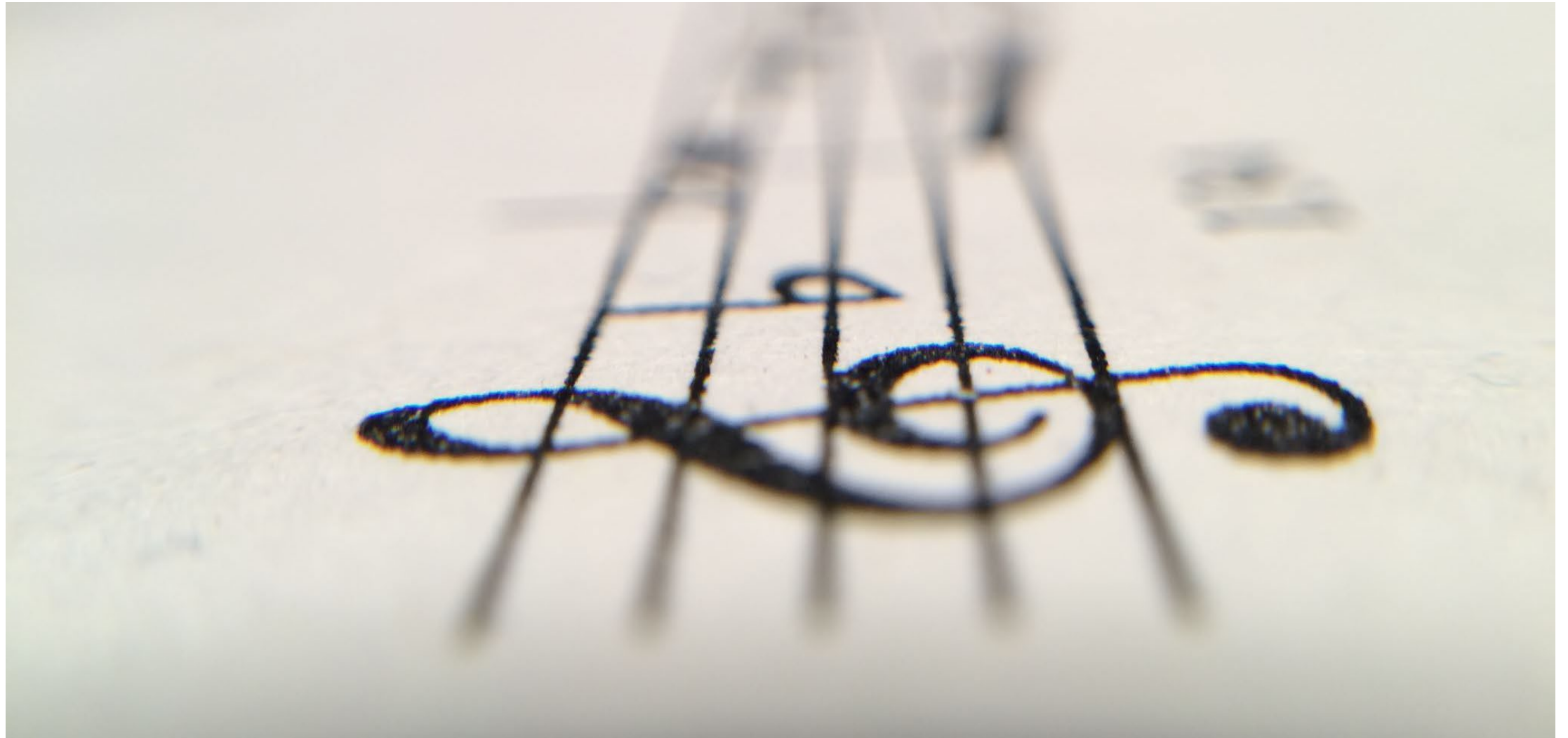
EVERY THURSDAY ON ZOOM | 9:30 - 10 AM
OCT. 22 - FEB. 25

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, casting a golden glow over the water. The waves are breaking against the shore, creating white foam. The overall scene is serene and dramatic.

Price to Win

Price to Win

1

Analyze the options for any price-capability trade-off and pricing alternatives

2

Analyze the customer's budget, funding profile, and acceptable price range

3

Analyze and estimate the lowest-cost, acceptably compliant solution

Price to Win

4

Analyze and estimate the capability-satisfied solution

5

Analyze and estimate the value-driven solution

6

Use analyses and estimation results to determine the Price-to-Win

7

Prepare, review and implement a win strategy that integrates solution and Price to Win

Price to Win

8

Differentiate and communicate cost, price and value

9

Develop should-costs early

10

Develop objective evidence and rationale to minimize negotiated price reductions that may be requested

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.

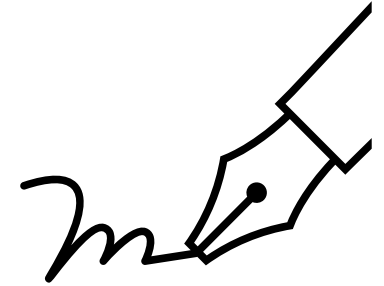
APMP Body of Knowledge

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

A blurred office desk scene featuring a laptop, a mug, and various papers. A white circular overlay is positioned on the right side of the image, containing the text 'Price to Win' with a horizontal line underneath it.

Price to Win

[http://bok.apmp.org/bok/
price-to-win/](http://bok.apmp.org/bok/price-to-win/)



Price is the amount of money expected, required, or given in payment for the solution.

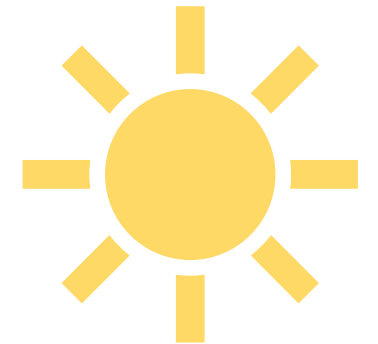
Cost is the cost to the seller to supply the solution. If the seller makes a profit, then the price exceeds the cost.

Price to compete is your interim estimate of the customer's perception of a competitive range before final requirements are known. Use it to guide initial solution design.

Price

Cost

Price to compete





Price to Win



Price-to-win combines customer and competitor intelligence with careful attention to the balance of capabilities and cost. It's an assessment that helps vendors arrive at prices that customers will value.



Summary



Getting to a price-to-win target range is an iterative process that begins early in the procurement cycle and continues throughout the life of the opportunity and beyond to lessons learned after the win.



Information obtained about the customer, the competition, and one's own organization are important ingredients in determining price-to-win.

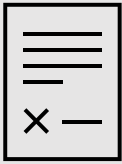


Custom spreadsheets and market intelligence gathering are important tools for assessing price-to-win.

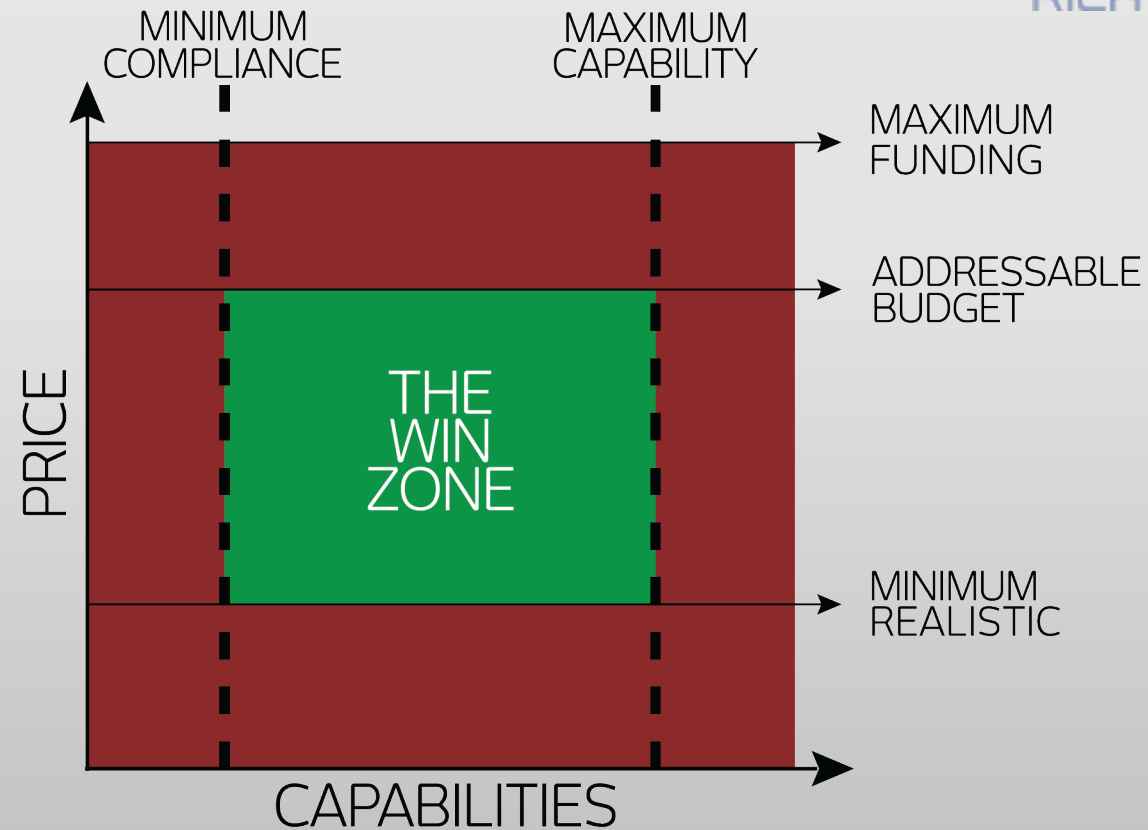


All things being equal, a winning price must offer value to the customer. It is up to offerors to learn from their customers what constitutes value to them.

Price to Win



<https://richterandcompany.com/services/price-to-win-analysis/>



<https://www.apmp.org/store/viewproduct.aspx?id=7290957>

Imagine you are confident about your best value technical proposal and you've put enormous resources into crafting it. You impatiently wait to find out if you won. But you lose. Was price a deciding factor? Pricing strategy is not just about taking the cost and slapping a profit on the numbers. It is an art. In today's environment of lean budgets and strong competition, price is more a factor now than ever before – even if the bid is a best value.

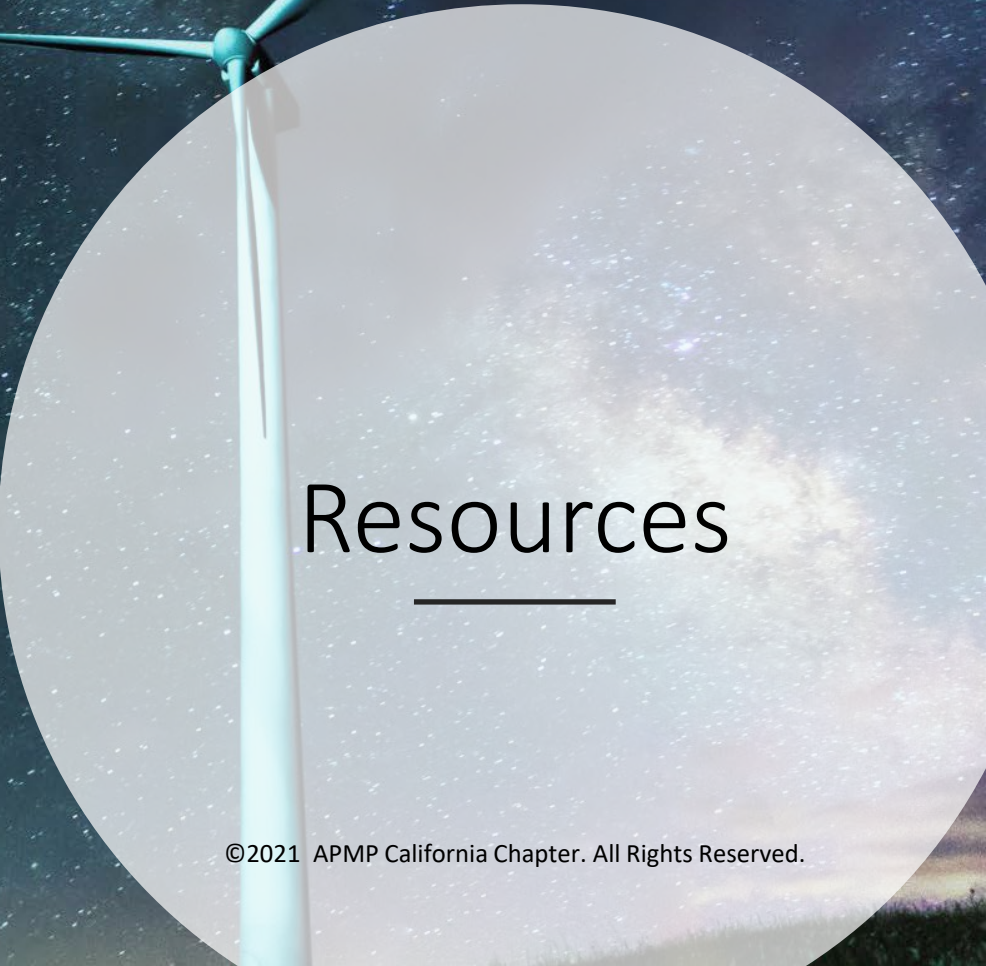
Top Takeaways

Learn the top five pricing strategies most overlook

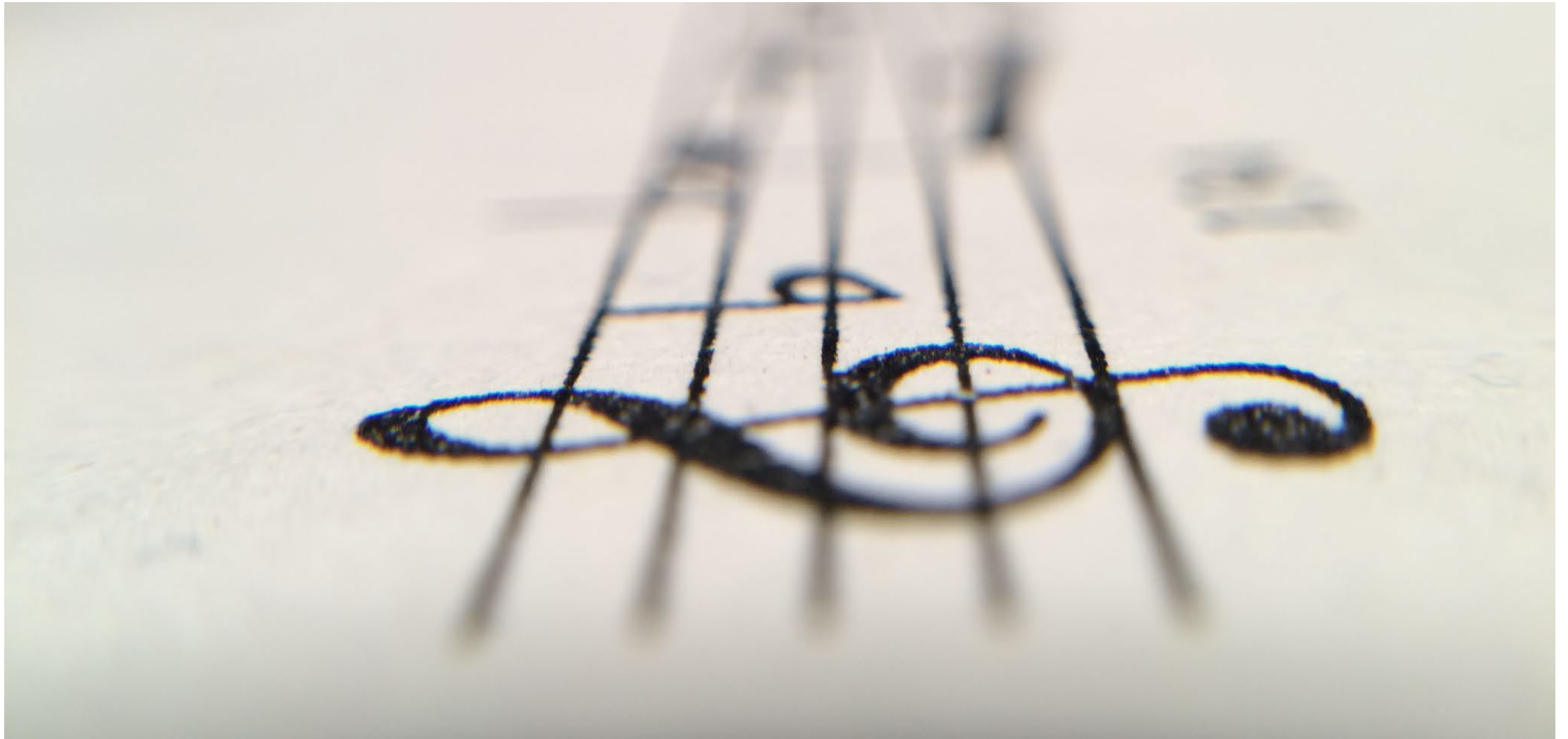
Discover the most common pitfalls of pricing

Find out what most organizations do to achieve a winning price

Presenter: Marsha Lindquist



Resources



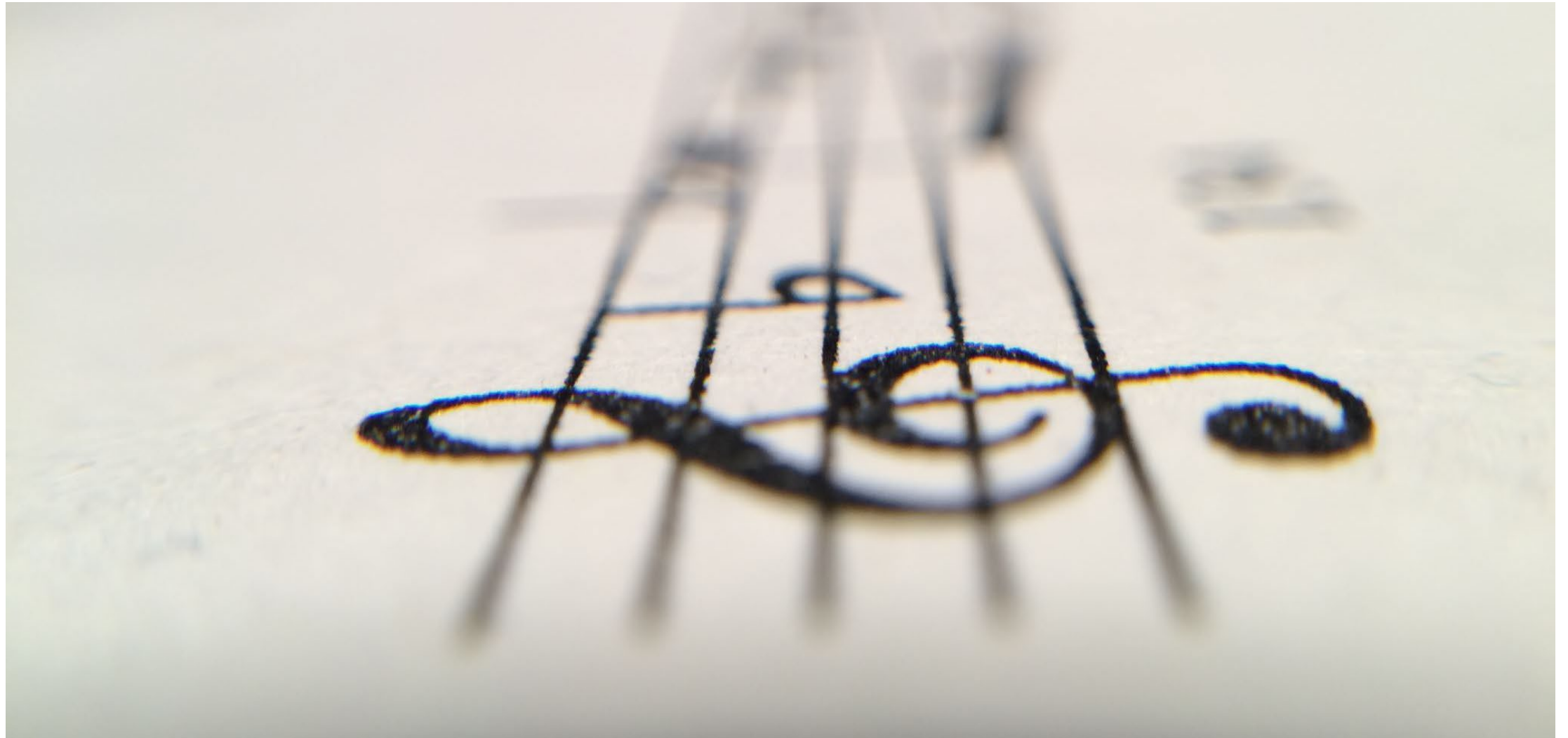


APMP California Capture Adventure

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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