



# Capture Training

## Learn to position for deals with our Capture Training Masterclass

An arms race has begun! Successful, work-winning professionals are actively working with clients to shape opportunities for themselves and their organisations to the exclusion of their competition. Our Capture Training Masterclass will help increase win rates, drive a higher likelihood of negotiated deals, reduce cost of sale and improve margins by enabling precision capture of pursuits.

This highly interactive Capture Training course has been developed by our exceptional training team to enable winners. It is specifically designed for anyone with leadership, business development, Capture, or bidding related responsibilities. The course is also an accredited enabler for anyone preparing for the APMP Capture Practitioner examination.

We teach participants how to drive successful Capture planning and execution through pinpoint research, aligned tactical marketing reachback, co-creating solutions and extending influence. We demonstrate how Capture is about the right people, in the right place, at the right time, having insightful conversations with clients.

The course leverages APMP best practice and brings the Capture-related elements of their Body of Knowledge to life. The course is further enhanced by added value content from our own highly regarded methodology and experience.

Jeremy Brim delivers the course content. Jeremy is a Capture specialist with 20 years' experience pursuing opportunities of all sizes across the private, public and federal sectors in local, regional and global markets.

To discuss your unique training needs please call **+44 (0)208 1583952**  
or visit **[bidsolutions.com](https://bidsolutions.com)**

# Course Outline

The course's four sessions deep-dive into each element of Capture, including:



## 1. Overview and Set Up

- Overall APMP Opportunity/Capture best practice
- Opportunity/Capture Team selection and management



## 2. Strategy and Plan

- Developing opportunity/Capture strategy
- Opportunity/Capture plan development
- Internal buy-in
- Gathering research
- Dealing with incumbents



## 3. Executing the Plan

- Engaging with the client and influencers
- Building the solution
- Value propositions
- Persuasion
- Proactive proposals



## 4. End-game and Continuous Improvement

- Refining strategy and transition to proposals
- Negotiation
- Reviews and continuous improvement

### Knowledge Transfer and Capability Development

Training or structured learning is only one part of how we enable winners and create value. We also work alongside client teams to help raise their skills. We use digital tools and processes for coaching, training and embedding best practice in your organisation's DNA. Please get in touch to learn how we deliver winning capability through structured learning, social learning and on the job interventions.

\*There are additional charges for APMP membership and exam fees to be paid to the APMP via their examination partners.

## Who would benefit from attending?

**Capture / Sales Leads** should attend to develop their understanding of this critical phase in the business development lifecycle. It will:

- **Demonstrate the value of high-quality input into capture / pursuit strategy**
- **Enable higher conversion rates through influence, quality insight and positioning for key deals**
- **Deliver long term valued relationships with clients through building trust, moving to trusted advisor status**

**Service Delivery Leads** who are responsible for developing the solution and running the service once the business is secured should attend to further develop:

- **Their approach to building and co-solutioning valuable winning service delivery models that deliver value and innovation for the client**
- **Their skills in leading the deconstructing client questions to generate compelling content and responses in meetings**
- **How to deal with client concerns and move back to positive relationships.**

**Contributors** or subject matter experts (SMEs) should attend to:

- **Understand the full business development environment and how to play a winning part in it**
- **Acquire skills in challenging and verifying strategy**
- **Understand their lead role in solution development**
- **Hone skills in engaging with client teams**

**Bid Managers** should attend to build on their techniques and approach to:

- **Playing a part upstream of bidding, to influence the robust management of the pursuit of key deals, leading to well positioned bids and recompetes**
- **Engaging senior colleagues in value proposition development**
- **Project management, process and governance**
- **Maximising outputs from meetings and facilitating high impact reviews**
- **Understanding how they can help their teams successfully improve their presentations and pitches to win business**