



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 **0208 1583952**
or visit bidsolutions.co.uk

Course Outline

The 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



Association of Proposal Management Professionals (APMP)

APMP offers the world's first, best and only industry-recognised certification program for professionals working in a bid and proposal environment. APMP certification is the global standard for developing and demonstrating proposal management competency.

Anyone, anywhere can either attend our bidding masterclasses or watch our online bid training video programmes before going on to take the APMP online Foundation or Capture Practitioner exams.*

Achieving APMP Certification:

- Demonstrates a personal commitment to your career and our profession
- Improves business development capabilities
- Creates a focus on best team practices
- Gains the respect and credibility of peers, clients and organisational leaders
- Reinforces bid/proposal management as a strategic function within an organisation rather than "just" sales support

For more information on joining nearly 10,000 people in becoming accredited members, please go to the APMP site: <https://www.apmp.org/page/AccreditationProgram>

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.