

Contents Alphabetical Listing of Topics

Preface iii

Using the Capture Planning Guidelines v

Contents

An Introduction to Capture Planning 1

Capture Planning Topics

BDCMM 6

Capture Planning 10

Capture Scheduling 21

Capture Team Selection and Management 29

Color Team Reviews 36

Costing 46

Customer-Focused Capture Skills and Tactics 50

Decision Gate Reviews 61

Engaging Program Management 70

Engaging Proposal Support 80

Executive Summaries 88

Performance Based Acquisition 94

Persuasion 104

Presentation to Customers 115

Pricing-to-Win 119

Process 131

Sales Letters 138

Strategy 143

Teaming 155

Value Proposition 160

Model Documents 165

Capture Plan Template

1 Presentation Model (with tailoring annotations) 167

2 SharePoint Model 190

3 Database Model 192

4 Text Model for Intermediate-Sized Organization 194

Capture Plan/Proposal Management Plan Template

5 Capture & Proposal Planner for B2B Organizations 198

Sales Letter

6 Prospecting 201

7 Follow-up to a Phone Call 202

8 Follow-up to a Meeting 203

9 Invitation to a Sales Event 204

10 Request for RFP Modification 205

Capture Plan

11 Major Program, Text Format 207

12 Major Program, Presentation Format 223

Index 225