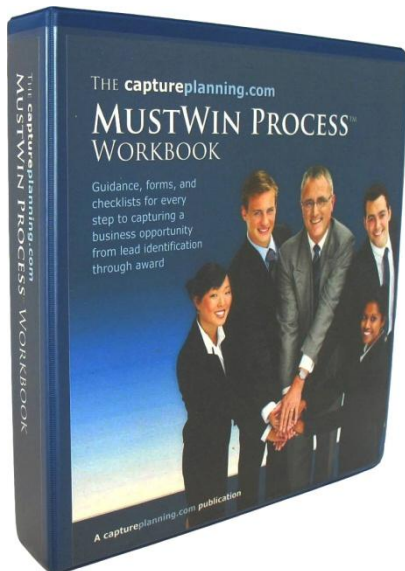


ENTERPRISE SOLUTIONS

C A T A L O G

For improving the business development and proposal process and skills of your entire organization



Solutions that...

Increase your win rates

Using off-the-shelf materials

Customized for your specific needs

Get everyone on the same page

Solve recurring problems

With written process documentation

Enterprise-wide training solutions

Quality validation

Lower risk

Faster implementation

Implemented by your own staff

Or with help from our consulting partners

Increase Your Win Rates

CEO's

Description:

Increase your win rates with CapturePlanning.com's customizable off-the-shelf process documentation and training materials. Our enterprise solutions improve the business development/proposal skills of your entire organization. You can use our materials to help train your staff or roll-out a written process for far less than you can do it by yourself, and do a better job of it with less risk.

You drive the solution that fits your organization best. We're all about helping companies to help themselves. You may purchase our process or training materials for implementation by your own staff or you may request some support from our consulting partners.

Contacts: Single users may purchase through our website, however, Enterprise Solutions are customized to your particular needs. To find out more you may email us at info@captureplanning.com or call us at 1-800-848-1563.

Contents

Using the MustWin Process on a Key Pursuit

The CapturePlanning.com MustWin Process enables you to pursue an opportunity by starting at page one and reading or completing each page. At every step along the way it provides the forms, checklists, and advice you need.

Standardizing on the MustWin Process For All of Your Pursuits

You can standardize on our process for your entire business unit or company and have a better process implemented in weeks instead of months. Why reinvent the wheel?

Enterprise Training Program

Our Enterprise Training Program is for your entire organization and not just for individuals. In addition to lowering the cost of training by nearly 80%, it makes it more convenient to participate and keeps billable staff billable. It's a great way to build the skills your organization needs to beat the competition without breaking the bank.

Magic Bullet Solutions

We have extracted over a dozen specific solutions from our MustWin Process and turned them into Magic Bullets for companies that don't need a whole new process. A Magic Bullet is like a training session, only it's focused on solving a problem

Fixed Price Process Facilitation

We can help you make sure you get the process right by participating in key meetings and reviewing process deliverables. It's a little insurance to help give you the best possible chances for winning.

On-Site Solutions

We work with a network of independent consultants who can come to your site and provide customization, implementation, training, and support services. The combination of our content with their support provides you with a better solution.

Using the MustWin Process on a Key Pursuit

CEO's Description: The CapturePlanning.com MustWin Process is a set of off-the-shelf documentation that guides your team through the steps necessary to turn a lead into a winning proposal. It can be ordered today and your team can start using it tomorrow.

Details: The CapturePlanning.com MustWin Process enables you to pursue an opportunity by starting at page one and reading or completing each page. At every step along the way it provides the forms, checklists, and advice you need. The MustWin Process improves your chances of winning by ensuring that everyone on your team gets:

- On the same page regarding roles, responsibilities, and expectations
- Written documentation that everyone can refer to
- The right information delivered at the right time to execute their roles
- Review criteria that are based on the same instructions given to authors, which are in turn based on what it will take to win
- Written standards and processes to follow that expedite the process and prevent people from making it up as they go along
- Standard ways to measure progress, coordinate activity, and track action items
- Formal validation of every element of your proposal to make sure it is right

Since the MustWin process starts with lead identification and covers pre-RFP intelligence gathering activities, contact us immediately without waiting for RFP release. It doesn't cost you anything extra to put the process in place early — on the contrary, doing so will help you get the most value out of it.

Pricing: The single user price is \$495, but each additional copy is only \$125. A team of 10 people would only be \$1620. The improvements in productivity, time savings, quality, and your chances of winning will easily return far more than the investment.

Contacts: 800-848-1563 or info@captureplanning.com

On-site implementation support is also available from our consulting partners, listed in the Service Provider Directory on our website.

Standardizing on the MustWin Process For All of Your Pursuits

CEO's Description: Instead of taking months to develop and implement a process in-house (and never quite finishing because you do it "in between" proposals), it makes more sense to purchase our off-the-shelf process, customize it to meet your particular needs, and have it implemented in weeks instead of months.

Details: For companies standardizing on the MustWin Process, we create a custom license that meets your particular needs. It can be a permanent license so there is no annual fee. We can also set you up so that you can produce your own workbook binders as needed. Or you can get them from us. Whichever you prefer.

Most companies that try never actually complete a process roll out and their proposals suffer accordingly. Even if you could, it would still cost less to use ours than to re-invent the wheel in-house.

Through our partner network, we can also refer you to consultants who are familiar with our process and can help you customize, integrate, and implement it. We can even offer on-site or off-site training for your staff. Because we also have off-the-shelf training materials that fully support our process documentation, we can also offer training solutions that are less expensive than developing your own in-house curriculum. When you outsource your process documentation and training to us, your in-house staff can focus exclusively on winning proposals. Together we make a great team that can totally change the economics of proposal process and training, help you take your proposals to a much higher level, and greatly improve your win rates.

Pricing: The cost is driven primarily by the number of employees in your firm, but there are some options to consider that can significantly impact the price. We can say that a company or business unit with a hundred employees is probably looking at around \$15-25,000. Compare that against the months it would take to develop your own fully documented process and roll it out.

Contacts: 800-848-1563 or info@captureplanning.com

On-site implementation support is also available from our consulting partners, listed in the Service Provider Directory on our website.

Enterprise Training Program

CEO's Description: Our Enterprise Training Program is for your entire organization and not just for individuals. In addition to lowering the cost of training by nearly 80%, it makes it more convenient to participate and keeps billable staff billable. It's a fixed fee program. You can have as many people participating as you want. We've broken down three days of instruction into two-hour sessions that we present via webinars over a six-month period. It's a great way to build the skills your organization needs to beat the competition without breaking the bank.

Details: Our Enterprise Training Program covers the entire MustWin Process, from lead identification through award. A list of specific topics addressed is provided on the following page.

Instead of locking your key people in a room for a week, our Enterprise Training Program is spread out over six months and uses distributed learning techniques. Every two weeks we hold a two-hour instructor-led webinar that we schedule at mutually convenient times. We keep the sessions short and spread them out over time to minimize the impact on people's schedules and encourage more to participate. Since your company will be the only one participating, the examples and questions can get very specific. You may include as many participants as you need to get them all on the same page.

Over six months all of your key managers, subject matter experts, and other staff learn how to prepare a proposal that is based on what it will take to win. Authors and reviewers learn side-by-side about review criteria and how quality is validated. Everyone learns to have the same expectations. At the end of the program, you will have an organization capable of out competing those who still expect their staff to learn on-the-job. You will also have put a copy of the CapturePlanning.com MustWin Process into each person's hands to guide their efforts in the future and ensure lasting value from the investment.

Your win rates will soar when your organization learns how to build a proposal around what it will take to win, how to measure their progress towards it, and how to validate whether they have achieved what it will take to win.

Pricing: You can boost the skills of your entire organization for only \$6000 + \$125 per participant (for materials). If you do the math, that's far less than traditional training. It even costs less than developing a training program internally.

Contacts: 800-848-1563 or info@captureplanning.com

Enterprise Training Topics

CEO's Description: Our Enterprise Training Program covers the entire MustWin Process, from lead identification through award. Every two weeks we hold a two-hour webinar that we schedule at mutually convenient times.

Details: Each session will typically include 1.5 hours of instruction and exercises plus a half-hour for Q&A. Participants are encouraged to bring questions with them. Since your company will be the only one participating, the examples and questions can get very specific.

Presentation Topics:

1. Introduction, Roles and Responsibilities
2. Pre-RFP Readiness Reviews
3. Other Pre-RFP Action Items
4. RFP Release
5. Proposal Planning
6. Win Strategy and Theme Development
7. Content Planning
8. Proposal Quality Validation
9. Proposal Writing
10. Proposal Development and Measuring Progress
11. Final Production, Submission, Post-Submission
12. Process Customization and Change Management

Up to 15 locations can participate. You may use speaker phones and projectors to share the presentation with as many people as possible. Each person participating will need a copy of the MustWin Process Workbook, since the presentation will refer to it frequently.

For more details about our Enterprise Training program, please see the previous page.

Magic Bullet Solutions

CEO's Description: Our MustWin Process addresses many of the recurring problems that companies face in business and proposal development. We have extracted over a dozen of these solutions and turned them into Magic Bullets for companies that don't need a whole new process. A Magic Bullet is like a training session, only it's focused on solving a problem.

Details: Have you noticed that certain problems never seem to go away? If you have any of these issues, don't feel bad, so does everyone else:

- Reviews are not consistently effective
- Your team isn't ready at RFP release (even if you're the incumbent!)
- The transition from business development to proposal is not smooth
- Your team can't articulate what it will take to win
- You don't have written criteria to define proposal quality
- You can't measure your progress

And more... see the next page for the full list of topics.

During a magic bullet session, we present our approach and how it solves the problem. We go into enough detail so that you can implement the solution yourself.

A Magic Bullet session has three parts: a half-hour orientation to help us understand the specifics of your situation, a 1.5-hour presentation of our solution, and 1 hour for Q&A/follow-up to help you apply the solution in your environment.

Pricing: \$750 per session

Most of the Magic Bullet topics are also addressed in our Enterprise Training Program.

Contacts: 800-848-1563 or info@captureplanning.com

List of Magic Bullets

See the previous page for a description of how our Magic Bullets can solve your recurring problems.

Problem: Reviews Are Not Consistently Effective

Solution: The traditional approach to proposal reviews is badly flawed. Our review methodology provides explicit criteria for validating the quality of your proposals and achieves better results.

Problem: Everyone is not on the Same Page

Solution: Our approach brings the instructions given to the authors and the criteria used by reviewers into synch and then uses the same standards to assess progress and quality.

Problem: The Transition From Business Development To Proposal Is Not Smooth

Solution: Our approach ensures that the information collected before RFP release provides what is needed in the right format to prepare the winning proposal.

Problem: Your Team Is Not Ready For RFP Release

Solution: Our approach provides a means to measure progress towards being ready for RFP release and reviews to make sure that it happens.

Problem: Your Team Can't Articulate What It Will Take To Win

Solution: Our approach not only facilitates articulating what it will take to win, but uses it to set criteria for measuring progress and quality at every step.

Problem: You Have Too Many Train Wrecks At The End Of Your Proposals

Solution: The problem isn't how well you enforce deadlines. The problem is how you measure progress. Find out how more effective measurement and feedback can make a huge difference in the outcome.

Problem: You Need Better Bid/No-Bid Decisions

Solution: Instead of trying to convince people to bid less in order to win more, we focus on defining and having what you need to win an opportunity. Our approach shows clearly when you are ready to bid on an opportunity and when you are unprepared.

Problem: You Can't Measure Your Progress

Solution: We will show you how to measure your progress against what it will take to win, both before RFP release and during the proposal.

Problem: You Don't Track the Right Metrics

Solution: Our approach not only measures your progress on a single pursuit, but it can also show your strengths and weaknesses over a series of bids. Use the feedback to make sure you are trending in the right direction.

Problem: It's Hard to Get Inexperienced and Technical Staff to Write Well

Solution: Our approach to Content Planning makes it much easier for inexperienced authors to fulfill what is expected of them.

Problem: Your Proposals Lack Graphics

Solution: Because our approach starts by defining your message, it is easier to consider how to communicate it visually. To make sure it happens we provide plenty of guidance on how to identify and specify graphics.

Problem: The Way You Track Leads Doesn't Ensure That You Hit Your Numbers

Solution: In addition to a single pursuit, our approach lends itself to tracking all of your opportunities. It can serve as a means for tracking progress towards being able to achieve your business goals.

Fixed Price Process Facilitation

CEO's Description: We can help you ensure you get the process right by participating in key meetings and reviewing process deliverables. Instead of taking over your proposal and racking up billable hours, we offer these services at fixed prices. The MustWin process defines the milestones and documents we need to review, so everyone knows exactly what to expect. It's a little insurance to help give you the best possible chances of winning.

Details: We can guide you through the entire MustWin Process, or just a key part. You decide. You are still responsible for creating the proposal and all of its parts. But we'll help coach you through the process, provide guidance at every step, and help with quality validation. Options include:

- ❑ **RFP Readiness Review Facilitation.** Orientation for the Executive Sponsor, Business Development Manager, Capture Manager, and Proposal Manager; Participation in each of the four Readiness Reviews; availability to answer questions to help you prepare for each review. Fixed Price: \$5,000.
- ❑ **Articulating Your Win Strategies, Themes, and Competitive Advantage.** This is a just-in-time session to help you define your win strategies, turn them into themes ready for use in the proposal, and ensure they add up to a competitive advantage. Fixed Price: \$2,500.
- ❑ **Preparation of Proposal Planning Documentation.** As soon as the RFP is released, there are a lot of plans to finalize. These include the Outline, Compliance Matrix, List of Win Strategies, Quality Criteria, Content Plan, Assignments, Schedule, Proposal Quality Validation Plan, and the Production Plan. Includes: Planning sessions with the Proposal Manager to facilitate creating each of these plans. Fixed Price: \$8,000.
- ❑ **Proposal Plan Review.** Participation in the review and validation of the planning documents described above. Fixed Price: \$2,500.
- ❑ **Proposal Quality Validation Support.** Participation at key milestones in the review and validation of your proposal, according to the Proposal Quality Validation Plan. Fixed Price: \$6,000.
- ❑ **MustWin Process Coaching.** Facilitation for the entire process, including everything described above. Includes: Orientations, four Readiness Reviews, assistance with role assignments, participation in the Kickoff Meeting, Preparation of Planning Documents, Proposal Plan Review, Facilitation Session for Proposal Writers, Proposal Quality Validation Support, Orientation for Production Staff, Technical Support, and Progress Reports. Fixed Price: \$20,000.

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On-Site Solutions

CEO's Description: We work with a network of independent consultants who can come to your site and provide customization, implementation, training, and support services. The combination of our content with their support services makes for a better solution and unique offering.

Details: CapturePlanning.com has a highly selective Partner's Program in which consultants and service providers who meet our rigorous requirements may choose to participate.

Participants in our Partners Program are familiar with our process, methodologies, and recommendations. This discriminates them from other providers in the marketplace. If you need someone to help implement our MustWin Process, deliver training, or help you with a proposal these are the people we recommend. They are all authorized to resell our materials in order to better help you. We do not receive any payments or fees if you use their services.

We maintain a list of consultants participating in our Partners Program on our website. The URL is provided below. You may contact any of our Partners directly or contact us first. You decide how you want to work, and who you want to work with. We're just here to help.

Service Provider Directory:

<http://www.captureplanning.com/store/index.cfm?fuseaction=users.serviceProvider>

Testimonials

It makes us feel like all the hard work is worth it when our customers send us comments like these...

I have no idea how I've made it this far not knowing these things. Thanks for providing such important tools!

SAC Financial Services

The material looks good and presents some really relevant information that gets to the real issues without the typical "filler" that you find in books written on the subject.

CAE USA Inc.

This is great stuff. I am frantically putting together a proposal right now, and your information is a godsend.

The LIOS Group, Inc.

Captureplanning.com is great! It's given me a lot of ammunition to help mature the proposal process from the top down! I'm going to use this to mentor my young proposal coordinators.

Joya

I am SO IMPRESSED with your service and the quality of your product. I will definitely use your resources again. You exemplify the meaning of "customer service."

Patricia

The information is rational, practical, and in line with current contracting procedures.

Chenega Technology Services Corporation

Fantastic!!!! Not only was the site useful, it was so easy to use as well. Thank you!

Carolyn

I have been voraciously reading and find your site valuable and easy to navigate.... Thank you very much!

eVolve Analytics

About CapturePlanning.com

CapturePlanning.com is a huge resource for business development and proposal writing. Since 2001, we have served more than 7,000 customers ranging from tiny small businesses to 93 of the Fortune 100 companies. Our newsletter is distributed to more than 65,000 professionals.

CapturePlanning.com is a member of the Better Business Bureau and a participant in the BBBOnline Reliability Program. We have also been a corporate sponsor of the National Capital Area Chapter of the Association of Proposal Management Professionals (APMP) for the last three years.

To get a better sense of the quality of our materials, take a look at the hundreds of articles you can browse for free on our website. Those articles address the theory and foundations of our approaches, but don't include the checklists, templates, forms, and tools needed for implementation. They are just the tip of the iceberg of what we offer.

CapturePlanning.com has also been cited as a resource in undergraduate and graduate classes taught at:

Purdue University
University of Texas at Austin
Georgia Southern University
University of Delaware
Bridgewater College

CapturePlanning.com's Enterprise Solutions are customized to meet your particular needs. To discuss how we can help your entire organization improve its business development and proposal process or skills, call us at 800-848-1563 or email us at info@captureplanning.com.