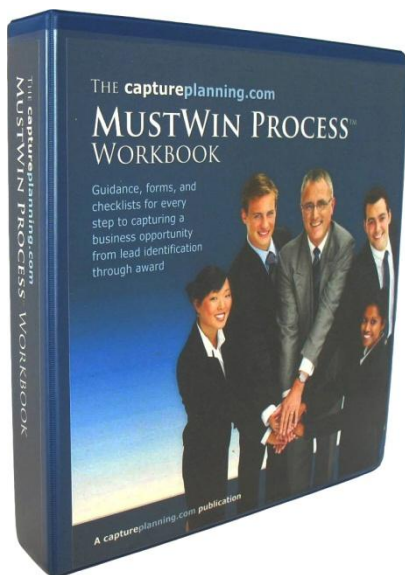


SMALL BUSINESS SOLUTIONS

To help you compete and grow by improving your
business development and proposal processes



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

SMALL BUSINESS SOLUTIONS

Product	Description	Pricing
MustWin Process Workbooks	Self-help or consultant supported implementation. Lowers costs by enabling a team to function without formal training or existing process. Lowers cost of a pursuit by not reinventing the wheel. Easily saves more in time than it costs.	\$495 + \$125 ea. for additional copies
Magic Bullets	Solutions to specific problems that can be self implemented or supported by consultants. Need to understand how to get ready for RFP release? Need better bid/no bid reviews? Just need a review process? Need to articulate your win strategies?	\$750
Tutorials	Need help writing an Executive Summary or a Management Plan? Do you have project staff who are struggling with business development? A tutorial is a 30 page document that can help.	\$36 each (inc. electronic and hardcopy)

Introducing The CapturePlanning.com MustWin Process

The MustWin Process improves your chances of winning by ensuring everyone 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

For more information, please visit:

http://www.captureplanning.com/store/index.cfm?fuseaction=product.display&Product_ID=6

Magic Bullet Solutions

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.

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.

For more information, please visit:

http://www.captureplanning.com/store/index.cfm?fuseaction=feature.display&feature_id=30

Scenario #1: MustWin Process

A small business was doing its proposals using an Executive Sponsor who was also the CEO, a Capture Manager who was normally a project manager, a Proposal Manager who helped with production, and a Production Manager who was really the Executive Sponsor's administrative assistant.

For a total cost of \$870, they all received copies of the MustWin Process. This gave them a pre-RFP process, a proposal planning process, a proposal review process, roles/responsibilities, and all of the forms and checklists they needed.

They read and implemented it on their own, but they could have used a consultant to help. The MustWin Process makes using a consultant more efficient because he/she does not have to explain every detail or reinvent checklists, planning documents, etc. Because the consultant can focus more on winning and less on administrivia, they get more value out of the consultant. Win rates go up. As the customer grows, so does their relationship with the consultant.

Scenario #2: MustWin Process with facilitation and coaching

A small business needed to formalize its processes, but had a limited budget for consultant support. They purchased the MustWin Process and then contracted with a consultant to work with them one day each week for six months. This gave them opportunities to ask questions, have their efforts reviewed, and get guidance. When a key proposal came in, they expanded the consultant's hours. They started with the basics, and every couple of weeks the consultant would raise the bar. After they had done a few proposals, they were able to reduce their dependence on the consultant by first dropping to one day every two weeks, and then one day a month. The total cost to them over a year was less than half a full-time equivalent hire. The result was an established process and capability to prepare top quality proposals in house.

Scenario #3: Magic Bullet

A small business was shot-gunning proposals. They wouldn't listen to anyone saying they should bid less to win more. They had a "bid/no bid" process, but it always resulted in a decision to bid. They purchased a Magic Bullet Solution from CapturePlanning.com to help. The Magic Bullet Session showed them the Readiness Review portion of the MustWin Process and instead of focusing on "bidding less" focused on understanding what questions to answer in order to be prepared to win. When they implemented it on their own, they started challenging themselves to answer the questions and be prepared. When they did their homework, their win rate went up. When they were unprepared for a bid, it was obvious before they even started. They even started "no bidding" a few that were hopelessly behind.

Scenario #4: Working with inexperienced staff

A consultant with a limited budget was trying to help a small business with inexperienced staff to write a proposal. The company purchased a set of four CapturePlanning.com tutorials. Total cost: \$144. This greatly improved the content that the small business staff prepared, enabling the consultant to develop the proposal without having to redo all of their work and to stay within budget.

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.