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**GovCon BiDs**



## How Can You Improve Your Company's Capture Management Process?

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**CEO – GovCon Bids**  
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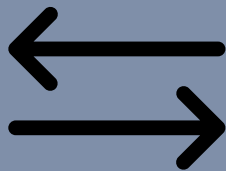
**Skip Blackburn**  
**CEO - BIT Solutions**  
**COO - GovConBids**



# CAPTURE AGENDA



- Introductions
- Capture process overview



- Capture process worth it?
- What you can expect



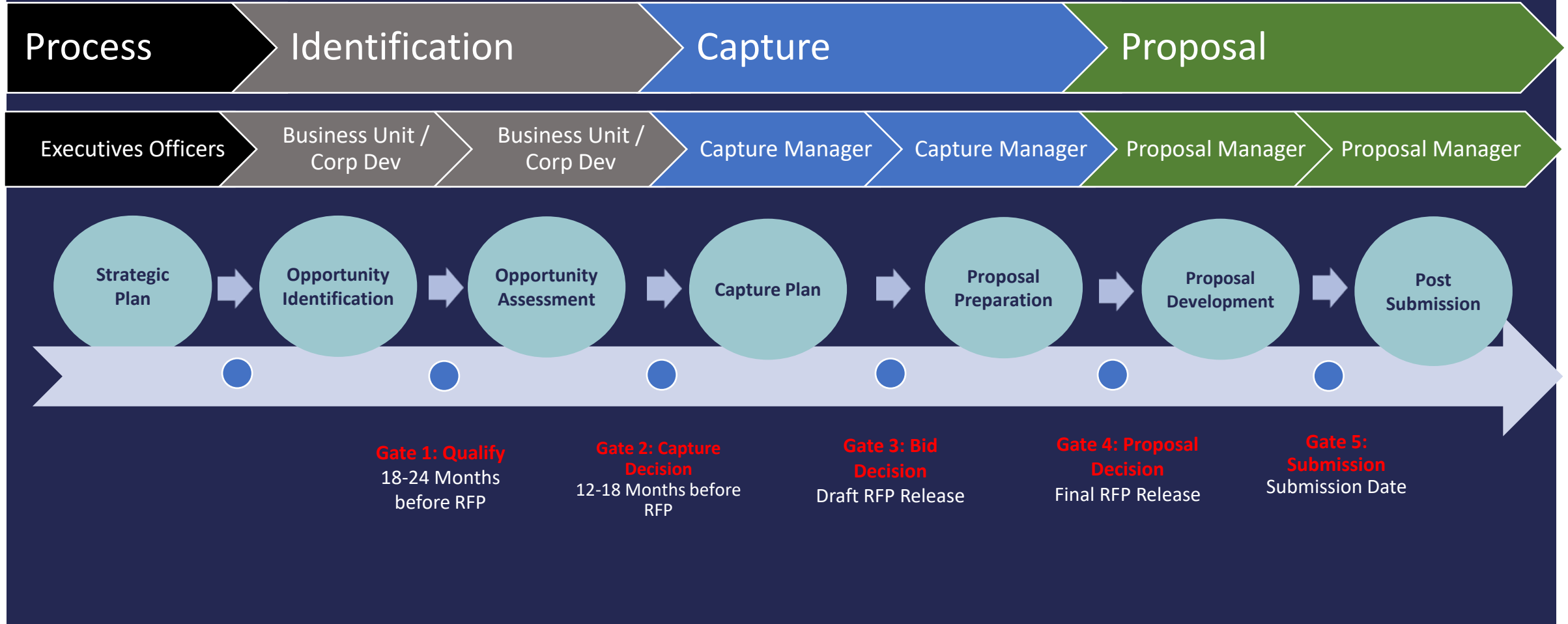
- **Managing a Pipeline**
- **Create a winning environment**



- **Guidelines, tips, and tricks**
- **Benefits of a consultant**

Capture, Win, Scale

# Opportunity Process Overview



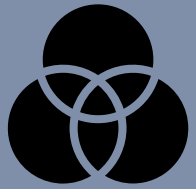
# Opportunity Process Overview

Strategic Plan	Opportunity Identification	Opportunity Assessment	Capture Planning	Proposal Preparation	Proposal Development	Post Submission
Ongoing	18-24 Months Before RFP	12-18 Months Before RFP	12-3 Months Before RFP	Draft RFP Release	Final RFP Release	Post Submission
<ul style="list-style-type: none"> <li>Cyclical Review</li> <li>Market Adjustments</li> </ul>	<ul style="list-style-type: none"> <li>Market Research</li> <li>Customer meetings</li> </ul>	<ul style="list-style-type: none"> <li>Industry Days</li> <li>Capture Kickoff</li> </ul>	<ul style="list-style-type: none"> <li>Black Hat</li> <li>Capture Kickoff</li> </ul>	<ul style="list-style-type: none"> <li>Pink Team</li> <li>Proposal Kickoff</li> </ul>	<ul style="list-style-type: none"> <li>Red Team</li> <li>Green Team</li> <li>Gold Team</li> <li>White Glove</li> <li>Submission</li> </ul>	Contact Award
<ul style="list-style-type: none"> <li>Corporate Strategic Plan</li> <li>Market Analysis</li> <li>Annual budget</li> <li>Marketing Plan</li> <li>Technology R&amp;D Plan</li> </ul>	<ul style="list-style-type: none"> <li>Seek and ID Potential Opportunities within Strategic Plan guidelines</li> </ul>	<ul style="list-style-type: none"> <li>External Analysis Package</li> <li>Past Performance Analysis</li> <li>SOW Match Analysis</li> <li>Competitive Analysis</li> <li>Conceptual Solution</li> <li>Initial Win Strategy</li> <li>Initial Price-to-Win</li> <li>ID Value Proposition</li> <li>Initial Staffing Strategy</li> <li>Initial Teaming Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Capture Plan                             <ul style="list-style-type: none"> <li>Updated Win Strategy</li> <li>Call Plan</li> <li>Political Action</li> </ul> </li> <li>Teaming Plan</li> <li>OCI Analysis</li> <li>Baseline Solution</li> <li>DRFP/StrawRFP Analysis</li> <li>Proposal Mockups</li> <li>Updated Price-to-Win</li> <li>Updated Customer Survey</li> </ul>	<ul style="list-style-type: none"> <li>Assign Core Team</li> <li>RFP Analysis</li> <li>Update Capture Strategy</li> <li>Final Solution</li> <li>Final Past Performance</li> <li>Outline / Schedule</li> <li>Storyboard</li> <li>Proposal Template</li> <li>Refine Value Proposition</li> <li>Initial Pricing Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Final Win Strategy</li> <li>Proposal Drafts</li> <li>Oral Briefs (as needed)</li> <li>Reviews</li> <li>Program Plan</li> <li>Final pricing</li> </ul>	<ul style="list-style-type: none"> <li>Orals Delivery</li> <li>Lessons Learned</li> <li>Q&amp;A Process</li> </ul>
Apply Strategic Plan	Gate 1: <ul style="list-style-type: none"> <li>Opportunity Qualification Package</li> </ul>	Gate 2: <ul style="list-style-type: none"> <li>Pursuit Plan Package</li> <li>Initial Capture Plan</li> <li><b>Assign Capture Manager</b></li> <li>Initial B&amp;P Budget</li> </ul>	Gate 3: <ul style="list-style-type: none"> <li>Initial Bid Package</li> <li>Updated Capture Plan</li> <li>Initial Proposal Plan</li> <li><b>Assign Proposal Manager</b></li> <li>Final B&amp;P Budget</li> </ul>	Gate 4: <ul style="list-style-type: none"> <li>Final Bid Package</li> <li>Final Proposal Plan</li> <li>Initial Orals Plan</li> </ul>	Gate 5: <ul style="list-style-type: none"> <li>Final Proposal Submitted</li> <li>Final Orals Package</li> </ul>	Closeout <ul style="list-style-type: none"> <li>FPR Submission</li> <li>Win/Loss Analysis</li> <li>Lessons Applied</li> </ul>

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# Is the Capture Management Process Worth the Effort?



Government contracts offer an important potential revenue stream, if you can land the deal.

But capture management with government agencies can't be compared to run-of-the-mill B2B sales, wherein you locate the right person and make a great pitch.



There is a long and winding road between identifying an opportunity and securing a government contract.

# Take the Long Road to Closing the Deal

Why is the capture management process so time-consuming and complicated?

Government agencies need transparency in their award process, and there are no handshake deals or shepherds to get you in through the backdoor.



Even a well-managed capture can take more than two years and require an enormous amount of time spent in meetings. And that's just the first stage of the research! Team meetings and contracting shop meetings can help you react to the agency's needs and shape the deal for the best possible chance of winning.



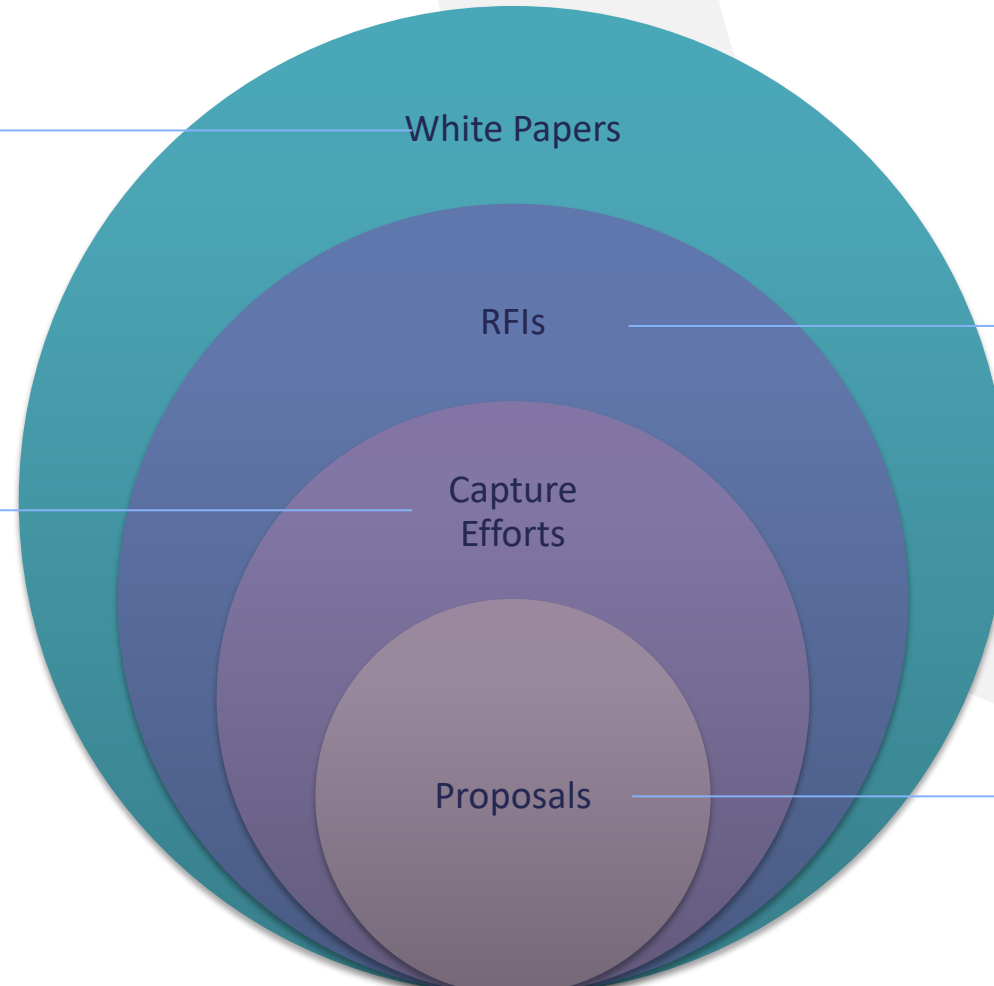
# What you can expect

## COLD

You might write several White Papers detailing a possible solution or explaining technical details.

## ALMOST

While responding to these documents, start working the capture plan.



## GETTING WARMER

Responding to RFIs take time to deliver a well-thought-out response.

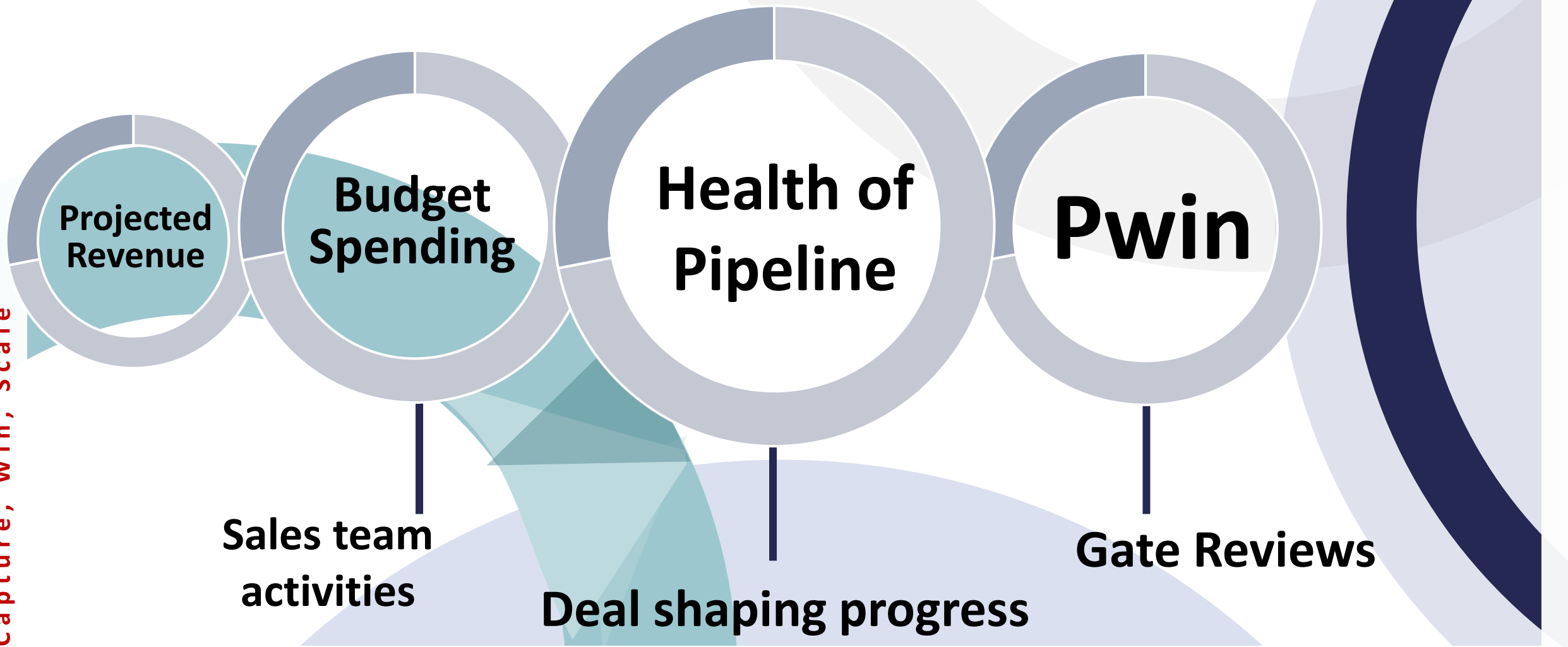
## BULLSEYE

Ensure all capture intelligence makes it to the proposal manager.

# Manage the Health of your Pipeline

## What should Executives be looking at on a regular basis?

Capture, Win, Scale



Projected Revenue

Budget Spending

Health of Pipeline

Pwin

Sales team activities

Deal shaping progress

Gate Reviews

# Manage the Health of your Pipeline

## What is a Pipeline?

### List of opportunities in various ACTIVE stages

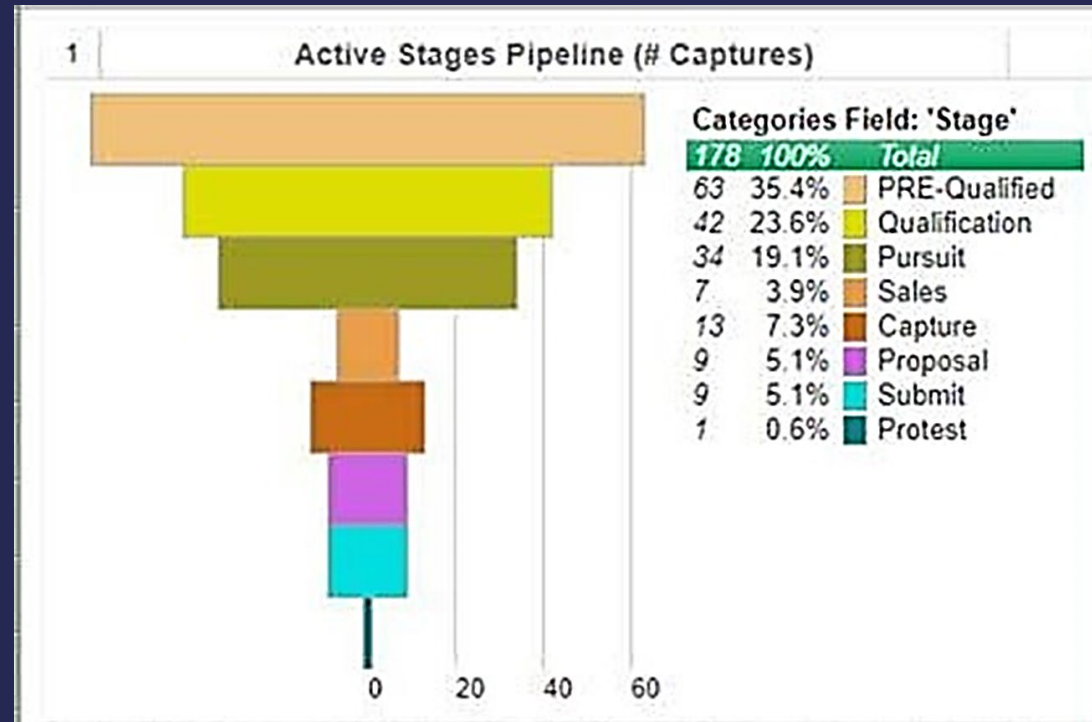
CaptureExec  BIT Solutions, LLC (Demo) Notifications 6 Tasks 4 **Skip Blackburn (Capture)**  
Capture Executive  
BIT Solutions, LLC (Demo)

Captures Table Gantt Chart Progress Chart Skip's Active Captures Skip's Closed Captures All Captures Export to .csv  
8 Captures

Total Shaping Progress	Current Stage Progress	PWin	Capture ID	Capture Team	Division Owners	Capture Type	Contract Type	Codename	Opportunity Name	Stage	PoP (Months)	Total Contract Value	RFP Date	Proposal Due Date
<div><div style="width: 70%;"></div></div> 70%	<div><div style="width: 48%;"></div></div> 48%	<div><div style="width: 75%;"></div></div> 75%	22	Skip Blackburn (Capture) (70%), Mike Neff (Capture) (20%), Drew Blackburn (9%)	Solutions Group (75%), Program Management Group (25%)	Federal Prime Deals	IDIQ Task Order	Breathless	BRAC 2011 - AMC location move to 3411 Belvoir Drive	Qualification	48	\$4,800,000	11/01/2019	12/01/2019
<div><div style="width: 34%;"></div></div> 34%	<div><div style="width: 0%;"></div></div> 0%	<div><div style="width: 15%;"></div></div> 15%	70	Drew Blackburn (50%), Skip Blackburn (Capture) (50%)	BIT Solutions, LLC (Demo)	Federal Prime Deals	Single Award Contract	Firestone	TACOM Refurbishment support services	Pursuit	60	\$120,000,000	12/20/2018	--Date Not Set--
<div><div style="width: 87%;"></div></div> 87%	<div><div style="width: 25%;"></div></div> 25%	<div><div style="width: 15%;"></div></div> 15%	17	Skip Blackburn (Capture) (60%), Drew Blackburn (40%)	Satellite BU	Federal Prime Deals	Single Award Contract	Breathmore	Intel Agency special project number 815, designated as the "Breathmore" oriect for	Capture	24	\$5,000,000	05/21/2019	06/15/2019
<div><div style="width: 40%;"></div></div> 40%	<div><div style="width: 0%;"></div></div> N/A	<div><div style="width: 20%;"></div></div> 20%	379	Skip Blackburn (Capture)	BIT Solutions, LLC (Demo)	Federal Prime Deals	IDIQ Task Order	--No Text Entered--	Zspace Building Maintenance Support	Proposal	60	\$21,000,000	01/15/2019	02/15/2019
<div><div style="width: 88%;"></div></div> 88%	<div><div style="width: 0%;"></div></div> N/A	<div><div style="width: 15%;"></div></div> 15%	46	Mike Neff (Capture) (85%), Skip Blackburn (Capture) (15%)	BIT Solutions, LLC (Demo)	Federal Prime Deals	Multi-Award IDIQ Contract	Encore III	ENCORE III	Proposal	60	\$0	08/31/2019	09/30/2019
<div><div style="width: 17%;"></div></div> 17%	<div><div style="width: 0%;"></div></div> N/A	<div><div style="width: 10%;"></div></div> 10%	613	Skip Blackburn (Capture)	BIT Solutions, LLC (Demo)	Federal Sub Deals	Single Award Contract	Wedges	ENTERPRISE TRANSPORT MANAGEMENT FOR THE INFORMATION	Submit	24	\$200,000,000	11/01/2018	12/01/2018
<div><div style="width: 0%;"></div></div> N/A	<div><div style="width: 0%;"></div></div> N/A	<div><div style="width: 55%;"></div></div> 55%	28	Skip Blackburn (Capture)	BIT Solutions, LLC (Demo)	Federal Sub Deals	Single Award Contract	Summer Clouds	USAID Network Cloud	Protest	60	\$105,000,000	11/30/2019	12/31/2019
<div><div style="width: 92%;"></div></div> 92%	<div><div style="width: 0%;"></div></div> N/A	<div><div style="width: 45%;"></div></div> 45%	675	Skip Blackburn (Capture)	Software Dept	Federal Prime Deals	Single Award Contract	Breathsome	25--Combined Synopsis Solicitation- Four Service Bodies for Springfield Missouri.	Protest	60	\$2,500,000	08/17/2018	09/27/2018

# Manage the Health of your Pipeline

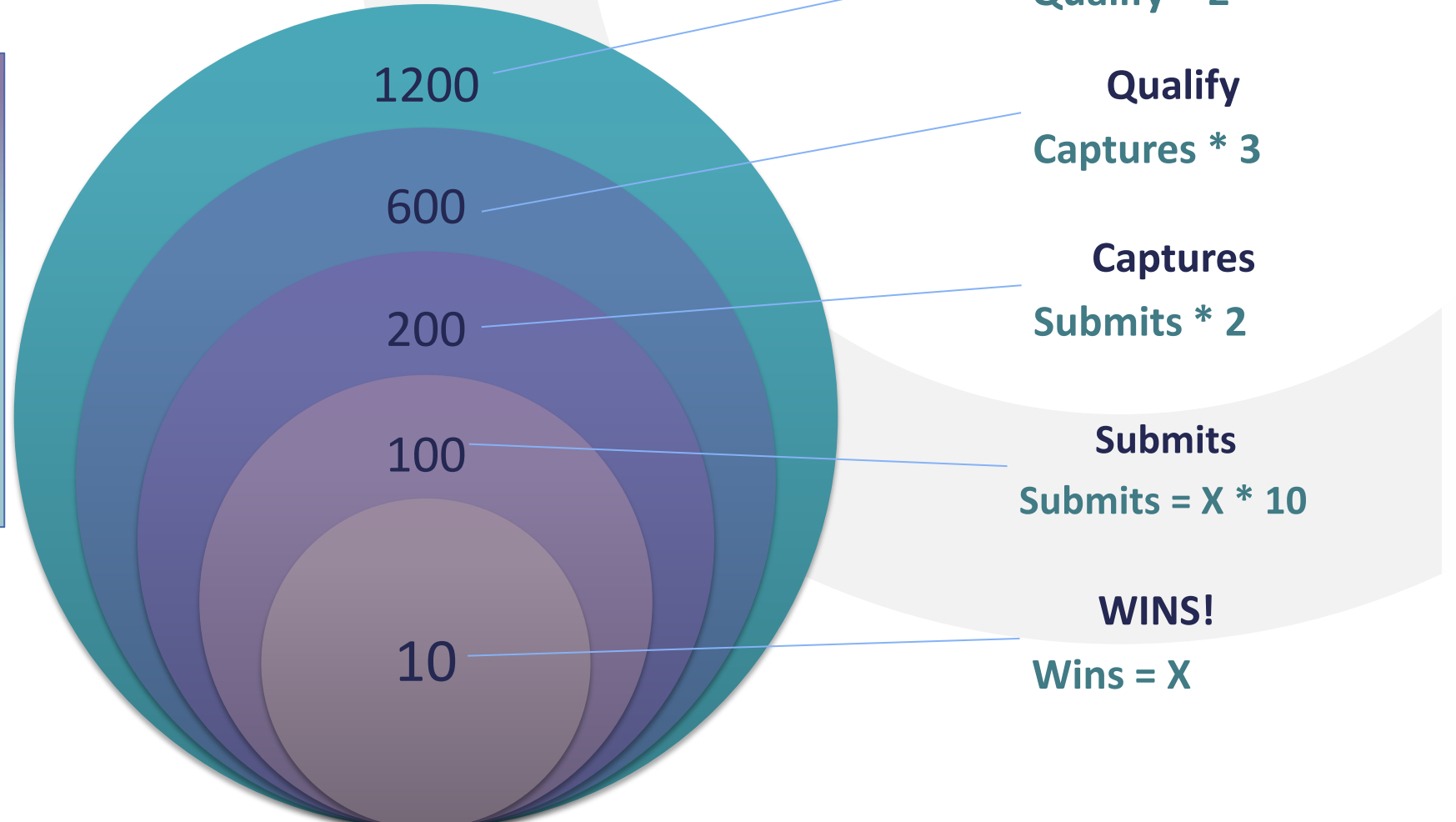
## What a healthy pipeline should look like!



# Manage the Health of your Pipeline

## Rule of 10x

- Prospects = 1,200
- Qualify = 600
- Captures = 200
- Submits = 100
- Wins = 10



# Create a Winning environment

## Repeatable Process

- Best practices
- Standard Operating Procedure

- Consistent Oversight for Capture Activity
- Set Goals & Provide Rewards to the BD team

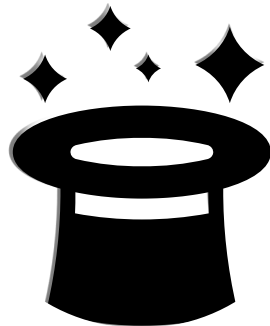
- ✓ Improve Pwin for GO deals
- ✓ Increase revenue by winning more

## Results for your Company

- ✓ Decrease Expenses by killing deals earlier
- ✓ Win "Better" deals for your company

# Guidelines, Tips, & Tricks

Take a look at the habits of successful leaders in your industry or your company's area of expertise. By cultivating these same habits or by looking for them in your employees and consultants, you can identify employees most likely to lead your business through a successful capture management strategy.



Everyday, regular tasks become habits because they are recognizably and predictably essential for success, and you should always stock up your company's cupboard with everything you need to improve your capture success rate.

# Guidelines, Tips, & Tricks

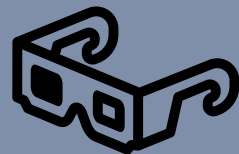
## Open and Honest Communication

You've heard it before, and you'll hear it again: Communication is key. Failure in communication leads to missed opportunities, uncontrolled costs and businesses that don't meet the demands of a changing market. A big part of successful communication starts with honesty. Your capture executive should honestly assess every opportunity and be open about the probability of a win (PWin).



## Establish a Well-Rounded Ground Truth

Reading RFPs only provides part of the picture for any government prospect. Only by arranging regular meetings and asking questions can you gain direct experience with customer wants and needs. More meetings with different people mean more opportunity to ask those questions and add detail to the picture. The best capture executives have a 3-D view of the opportunity before making any decisions about pursuit.





# Guidelines, Tips, & Tricks

## Keep Your Data Current

Every time a great capture executive learns about a new government prospect, they make contact with the potential client. Maybe they reach out regarding something already on the schedule or offer a piece of information that might be helpful. Every time they learn something new or important to the capture, they enter it into the Pipeline software or another pipeline management tool. By doing so, they keep their data current. By keeping the information flow updated, the best capture executives accomplish several goals:

- ✓ *They allow for the possibility that someone else might need to complete the capture.*
- ✓ *They improve repeatability by providing all the capture management information in a central location.*
- ✓ *They make it easier to scale capture management processes by being organized and on schedule.*

# Guidelines, Tips, & Tricks



## Loop in the Team and the Competition

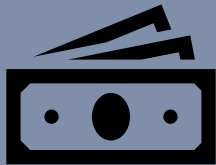
During the review process, you need to have a complete understanding of what your company can offer and what the competition can offer. Capture executives that deliver high success rates schedule regular meetings with the team and with competitors. After all, one of the best sources of information about a contract with a government agency is a company that has worked with that agency.

Current and former contractors or associates can offer unique insights about how and when to pursue a prospect. Keeping your team updated helps every member work toward the same goal, without wasting time or duplicating effort.

# Guidelines, Tips, & Tricks

## ***Implement Tight Budget Controls***

*It can be easy to rack up a big bill when tracking opportunities and networking with different government agencies. Travel costs, consultants, software, man hours and other incidental expenses can drive up the price of every deal. Good capture executives take control of costs and only spend money where it makes the most sense for shaping the opportunity.*





# Benefits of a consultant? Trade-Offs

## Hire FTE

## Do Nothing

- Only get current work done
- Downtime – Paying for nothing
- Surge – Can't get more done, lose deals

- Long term investment Recruit, Train, Benefits,
- Expert \$\$'s (\$250k => \$206/hr loaded)

- Mid/Low \$\$'s
- Downtime
- Surge
- Few things very well
- Many things pretty well

## Consultant

- Short term
- Higher cost/hour?
- No Recruit, Benefits
- Experts
- Faster training
- Already knows Command/Agency
- Downtime
- No work, no cost
- Surge
- Extra hands until done

# Final Thought

Expert capture executives can add value to your process and increase your ability to land the contract. If you can implement these same habits in your entire capture team, you can help turn every employee into a highly effective member of a team that delivers results.