

Capture Management

Capture management is the key to raising win probability during the critical time between deciding to pursue a government procurement and proposal submission.

Lohfeld Consulting will help you develop your capture plan, coach your team in executing capture initiatives, and raise your competitiveness through a well-defined process.

The most important action you can take to win a contract is to engage in a rigorous capture process. Your ability to successfully implement strategic proposal development techniques depends on the quality of the intelligence you've gathered and how well you've been able to influence the proposal in your favor. We'll help you develop your capture plan, coach your team in executing capture initiatives, and raise your competitiveness through a well-defined process.

Our capture experts assist your management team by providing the following services:

- Capture management
- Capture assessment
- Cost strategy

Capture management

Do you need an experienced manager to plan and lead your next capture? Let us take the lead and apply our winning process to your capture. We work under the direction of a member of your executive team to help your company develop your capture plan. Then, we coach your team in executing these capture initiatives, continually striving to raise your company's competitiveness through a well-defined capture process.

We can reduce your costs by finding and leveraging efficiencies during strategic pursuits. Together, we can prepare your company to write customer-focused, compliant, and persuasive proposals, resulting in long-term business development success.

We begin the capture management process the moment your firm decides to bid on a procurement. Our capture experts assist your management team in developing and executing capture plans that focus on:

- Forming a winning capture team that includes your capture manager, business executives involved with the client agency, operational management, subject matter experts (SMEs), candidate program manager, proposal manager, and our expert consultants.
- Understanding customer requirements and objectives before RFP release.
- Developing your winning solution and positioning it with the customer to gain buy-in and build advocacy for your company.

- Conducting independent competitive assessments to identify competitors and their strengths, weaknesses, past performance, and relevant experience.
- Developing compelling win strategies that differentiate your offer from other competitors and provide justification for selecting your company.
- Establishing teaming strategies that strengthen your technical and management solution, reinforce past performance credentials, and fulfill small and small disadvantaged business subcontracting requirements.
- Determining performance risk and risk-mitigation strategies from your company's and the customer's points of view.

Strength-Based Solutioning®

In federal best value trade-off procurements, government evaluators award strengths for proposal features aligned with validated benefits, exceed requirements, and/or significantly reduce risk. The proposal showcasing the best, and possibly the most, strengths wins.

To help you develop a strength-based proposal, we offer a Strength-Based Solutioning® approach for proposals in the pre-RFP phase with a mature capture and draft or strawman RFP. Using the data from these artifacts, our experts provide just-in-time training for your team and facilitate Strength-Based Solutioning® sessions to identify and vet strengths. The goal is a clearly articulated value proposition based on strong features and respective benefits to the customer.

Capture assessment

Do you have a must-win deal and want to make sure your company is running the capture effectively, efficiently, and correctly? We assess your capture plan and execution and compare it to our 12 capture Key Performance Indicators (KPIs) to identify areas where immediate action can substantially improve your probability of win.

We help our clients improve their overall capture management performance by:

- Reviewing capture artifacts and the capture plan.
- Gathering team knowledge about the customer through targeted interviews.
- Assessing capture progress and identifying successes and areas for improvement.
- Producing a capture scorecard against our 12 KPIs with specific recommendations for improvement.
- Outbriefing your team to present findings and discuss what actions will improve probability of win between now and RFP release.

Our capture managers know how to build win strategies that raise your competitiveness in the government market. Let us join with your management team and put your team on the winning path.

Cost Strategy

Our cost experts work with you to ensure your price is responsive, competitive, and profitable. Developing your cost strategy and bid price is an iterative process that involves research and extensive knowledge of the customer's budgeting and evaluation processes—along with their risk and best-value evaluation strategies. Our pricing/cost experts and capture managers know how to build pricing strategies that increase win rate, program profitability, customer/program delivery, and long-term strategic success.