CAPTURE AND PROPOSAL SUPPORT:
PRACTICALLY DIFFERENT™

SIMPLY PUT...

...when it comes to the art of pursuing and winning government programs, there's *theory*—and then there's *reality*.

The *reality* is that companies never have enough time, people, or money to do everything they *theoretically* should be doing to win programs.

That's where we come in.

Our expert business acquisition, capture, and proposal consultants have lived their 20+-year careers helping customers achieve winning results and clinching those "must-win" deals.

From our Strength-Based Winning® capture and proposal development, writing, creative, and review services to our professional training—all provided by industry experts—see why we're *practically different*.

We are the premier capture and proposal services consulting firm focused exclusively on government markets—with a practical, cost-effective, and efficient approach to winning new business.

LOHFELD CONSULTING

WHY LOHFELD CONSULTING?

It's no wonder Lohfeld Consulting's clients see their win rates rise. Our Strength-Based Winning® methodology is based on decades of real-world experience in government contracting. This proven methodology is implemented by a talented team of proposal professionals who've dedicated 20+ years on average to the craft of writing and developing competitive proposals. We select our consultants based on their expertise, proven track records, and subject matter expertise in the GovCon market.

- APMP Fellows and APMP Professional Level certified management team averaging 30+ years of industry experience and leadership, including APMP International CEO and chapter presidents
- Experts in developing proposals in the fields of IT, cybersecurity, artificial intelligence and machine learning (AI/ML), advanced semiconductor devices and packaging, energy systems, professional services, engineering services, systems integration, aerospace, defense, health, infrastructure, logistics, facilities and transportation services, and solutions procurements for federal, state, and local governments
- Practical, streamlined, and repeatable Strength-Based Winning® capture and proposal processes that produce highest scoring proposals and grant applications that we can tailor to your processes and cultures
- A proposal standard of excellence defined in our *7 Quality Measures*, which have proven to double win rates
- Cleared business development, capture, and proposal experts who have extensive experience with virtually all civilian, defense, and Intelligence Community (IC) departments and agencies
- Expert support from former GSA and other government acquisition professionals with insight and knowledge of source selection and evaluation and various competitive vehicles
- Stringent recruiting standards and a rigorous vetting process ensure we always perform at the highest levels
- Staffing process designed for rapid response to client needs while maintaining comprehensive quality control for our consultants
- Proven capture and proposal training and APMP certification preparation as an APMP Approved Training Organization (ATO)

STRENGTH-BASED WINNING®
Discover how the government evaluates proposals and how our methodology focuses every proposal on your company's strengths.

PROPOSAL MANAGEMENT | WRITING | REVIEWS | GRAPHICS | DTP | ORALS

Whatever level of proposal or grant writing support your company is looking for, we have what you need to succeed. With our comprehensive proposal management and solution development capabilities, we can field an entire team or provide individual experts to augment your team.

Of course, proposal management isn't just people—it's also process and tools. Our experts are proficient in using Generative Artificial Intelligence to assist in creating capture plans and developing high-scoring proposals more quickly, often reducing the cost of proposal development by as much as 30%.

We work virtually or on-site with your technical team to support multiple types of acquisition strategies and requirements, including IDIQs, GWACs, BPAs, task orders, agency-specific procurements, GSA Schedules, GSA FEDSIM, R&D acquisitions, OTAs, and grants.

Get access to proposal development experts and end-to-end support teams for highly competitive procurements. Our support includes:

- Proposal managers to drive the entire effort
- Strength-Based Winning® experts, solution architects, engineers, and SMEs to help develop your solution and technical approach
- Writers and editors to draft and re-write proposal text
- Graphic artists and desktop specialists to illustrate and lay out proposal volumes
- Reviewers to conduct strength-based reviews, mock government source selection evaluation board (SSEB) scoring, *7 Quality Measures* assessments, and reviewers to augment your review team or conduct independent reviews of specific sections or volumes
- Orals coaches to create presentations that go beyond compliance, effectively deliver your message, and prepare your team to give winning oral proposal presentations and technical demonstrations

CAPTURE MANAGEMENT & COACHING

Use the critical time between the decision to pursue and proposal submission to sharpen your competitive edge. A rigorous capture process is the most important action you can take to win a contract. After all, success depends on the quality of intelligence you've gathered and the influence you've leveraged. Our experienced capture managers help raise your competitiveness through our well-defined process, including our Strength-Based Winning® methodology, which includes support to:

- Develop and manage your capture plan
- Identify and validate customer requirements, objectives, and issues
- Facilitate competitive solutions development
- Develop the win strategy
- Establish your teaming strategy
- Plan and facilitate early artifact development
- Prepare for gate reviews
- Coach your capture team

CAPTURE & PROPOSAL PROCESS CONSULTING

Employing the right capture and proposal processes can increase your win probability, grow your business revenue, and decrease your cost of new business acquisition. Our Strength-Based Winning® methodology, based on in-depth corporate and customer research and analysis, is proven to help you achieve this in government contracting.

Our experts will assess your company's BD, capture, and proposal processes, codify strengths, and identify gaps. Then we'll build an actionable roadmap for optimization. These processes consider your management structure, work culture, customers, and market competitiveness. We can even help you implement new processes using your company's existing tools or a combination of industry-accepted techniques.

Our Strength-Based Winning® methodology follows three steps to optimize your processes:

1. Gather and review—We audit existing documentation on operations structure, tools, and technologies.
2. Interview—We hold focus groups with operations stakeholders to assess current operations strengths and weaknesses.
3. Recommend—We develop recommendations to improve processes, people, training, and technologies.

The result is process that leverages your strengths and fills in the gaps to improve your win rates!

PROFESSIONAL TRAINING

Increase your teams' efficiency and effectiveness with classes taught by the same experts actively managing client capture and proposal efforts. Our classes teach the know-how necessary to capture new business and manage proposal development effectively, from proposal creation to review to orals presentation. Find out why companies of all sizes consistently rate our course content and industry expert presenters as *excellent*. Training includes:

- Capture Management for Federal Contractors: How to win before RFP release
- Proposal Management for Federal Contractors: Essential skills and best practices
- Modern Proposal Writing for Federal Contractors: Guide the evaluators to award you the win
- Strength-Based Winning® for Federal Contractors: Win more by solutioning to strengths
- APMP Foundation Certification Preparation and Exam
- Bid and Proposal Boot Camp: Preparing teams to win business for federal contractors
- Generative Artificial Intelligence for Proposal Professionals
- Strength-Based Proposal Reviews for Federal Contractors: Win more by evaluating from the customer's perspective *(private classes only)*
- Preparing for Orals and Technical Demonstrations for Federal Contractors *(private classes only)*

Our public classes are available via live, instructor-led sessions with limited enrollment to maximize student-instructor interaction and support effective group-learning dynamics.

All of our classes are available as private, instructor-led sessions exclusively for your organization. We can tailor these classes to meet your needs, and we offer discounts when you purchase multiple classes. We offer a Proposal Lifecycle Training Series as a part of your company's career development plan. Contact us to design your custom training program.

OUR BOOKS

Available on Amazon.com

10 STEPS TO CREATING HIGH-SCORING PROPOSALS
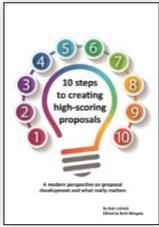
We share our modern perspective on proposal management and what matters within the proposal process—walking through how the government evaluates proposals and reviewing our Strength-Based Solutioning® process.

BEST INFORMED WINS VOLS. 1 AND 2
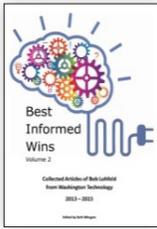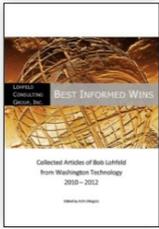
We share capture and proposal management thoughts and best practices—along with BD advice for government contractors.

INSIGHTS: CAPTURE & PROPOSAL INSIGHTS AND TIPS VOLS. 1, 2, 3, AND 4

We share our proposal development and capture management tips, hints, and tricks along with thoughts on best practices in proposal development.
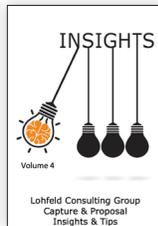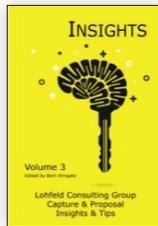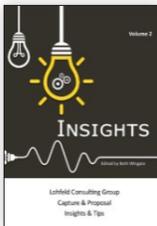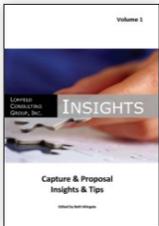
OUR CLIENTS

Since 2003, we've provided Strength-Based Winning® proposal and capture expertise and training to 2,500+ companies. Most recently, we've supported 550+ proposals for our top 20 clients, winning more than $135B for them.

We work with companies of all sizes, including:

- 10 of the Top 10 government contractors
- 36 of the Top 50 government contractors
- 50 of the Top 100 government contractors

PARTNERSHIPS

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