

Capture Management for Federal Contractors

How to Win Before RFP Release

In this online, instructor-led class, you'll learn how successful government contractors consistently win the programs they pursue.

Capture management is the process used by government contractors to pursue and win new business. In this online three-module seminar, you'll learn the 10-step capture management process developed by Lohfeld Consulting Group that covers the major capture management activities from identifying and qualifying new opportunities through developing a value proposition with discriminating strengths in time for RFP release. Additionally, this seminar shows you how to conduct capture reviews and manage the entire capture process to make informed bid/no-bid decisions.

You will take away the capture management tools and techniques that your company can apply to make better decisions and increase your win probability.

This interactive course includes discussions, group exercises using virtual breakout rooms, and a videotaped interview with a former government procurement officer addressing salient industry questions.

Who should attend?

This class is designed for professionals in business development, capture management, and proposal management, as well as company executives and operational managers—including project managers and technical professionals who support the acquisition of new business. **(Eligible for 12 APMP CEUs)**

Seminar schedule (three modules over 3 days)

Module 1 – Approximately 4 hours

- Understanding the capture continuum
- Identifying and qualifying opportunities
- Assessing risk
- Forming the capture team
- Developing relationships and executing a call plan
- Understanding customer objectives and requirements
- Q&A

Module 2 – Approximately 4 hours

- Assessing the competition
- Influencing the solicitation
- Building the team and signing teaming agreements
- Developing your solution and positioning with the customer
- Q&A

Module 3 – Approximately 4 hours

- Building a value proposition with discriminating strengths and price-to-win
- Performing capture gate reviews and conducting proposal go/no-go assessments
- Capture management summary and proposal transition
- Q&A

Private training customization options

This Capture Management training can be customized/tailored as a private class for companies to train their teams. This optional customization/tailoring allows attendees to work with actual (past, present, or future) opportunity pursuits relevant to their company.

Customization/tailoring is available at the exercise level or at the full training materials level and includes:

- **Level 1** – Team exercise tailoring, where the exercises deal with summaries of actual company pursuits (NTE 8 hours of tailoring).
- **Level 2** – Team exercise tailoring, where the exercises involve summaries of actual company pursuits, along with relevant corporate, customer, and competition information for those pursuits (NTE 16 hours of tailoring).
- **Level 3** – Full training materials tailoring (to include exercises customized as in Level 2), where presentation materials incorporate typical company capture processes and artifacts (NTE 24–32 hours of tailoring).

Companies may also choose not to customize this training. The standard course materials then involve typical pursuits (not tailored to the specific company), and the exercises address pursuits such as:

- Homeland Defense IDIQ – Technical Task Order for Chemical Biological Defense Division Biological Threat Characterization Program, for Department of Homeland Security Science and Technology.

- GSA One Acquisition Solution for Integrated Services (OASIS) – Task Order for Support for CDC’s Influenza Division for Laboratory, Epidemiology, and Partner Support.
- Defense Systems IDIQ – Technical Area Task Order for Strategic Planning, Technology Strategy Development, Prototyping and Technology Analysis of Weapon Systems Development, Integration, and Sustainment, for U.S. Army Armament Research, Development and Engineering Center (ARDEC).
- DHS S&T Transportation Security Laboratory – Recompete of Research, Engineering and Development and Developmental Test and Evaluation Support Services for the William J. Hughes Technical Center, Atlantic City International Airport.

For these exercises, attendees are given sample bidder background information and some pre-RFP information to use in practicing capture processes—qualifying, delivering a client call, and developing a win strategy. Participants are not expected to be experts in the work domains.

Instructors

Doug Humberger, Ph.D.

Dr. Doug Humberger teaches our Strength-Based Winning® for Federal Contractors, Capture Management for Federal Contractors, and Strength-Based Winning®/Writing classes. He applies his 30+ years of business development, capture management, proposal management, and proposal writing experience to your capture management class. As a Partner at Booz Allen Hamilton, Doug was responsible for overall business capture and development for large teams, primarily focused on Department of Defense and Homeland Security customers, along with clients in other agencies. Doug followed that experience by developing a capture process for NORC at the University of Chicago in the Security, Energy, and Environmental client arenas. In both positions, Doug trained staff on the capture process, grew and maintained robust opportunity pipelines, developed and maintained competitive intelligence and key client relationships, and developed win strategies for and managed corporate-defined Top 10 captures and proposals. Additionally, he coached, trained, and mentored staff in business development, capture management, and proposal management and execution.



Earlier in his career, he served as proposal manager, management volume lead, past performance volume manager, staffing volume manager, security volume manager, basis of estimate (BOE) writer, compliance manager, proposal section writer,

staffing/resume writer, proposal process trainer, and color team reviewer for over 200 proposals to Federal and commercial clients. He holds BS, MS, and Ph.D. degrees in Physics.

Liz Skarlatos, Vice President

Liz Skarlatos applies her 30 years of business development, capture management, proposal management, and proposal writing experience to our Capture Management for Federal Contractors class. For the last 14 years at Booz Allen, Liz served as a business development manager and capture manager, as well as a proposal management expert, primarily focused on Intelligence Community (IC) customers. She grew and maintained a robust opportunity pipeline, developed and maintained key industry relationships and competitive intelligence, developed win strategy for and managed corporate-defined Top 10 captures and proposals, and coached and mentored staff in business development, capture management, and proposal management and execution.



As a senior proposal subject matter expert (SME) in TRW's Proposal Operations Center, Liz developed and executed proposal win strategies and successfully managed proposals for federal, civil, defense, IC, and international customers. She served as proposal manager, management volume lead, past performance volume manager, staffing volume manager, security volume manager, basis of estimate (BOE) writer, compliance manager, proposal section writer, staffing/resume writer, proposal process trainer, and color team reviewer.