



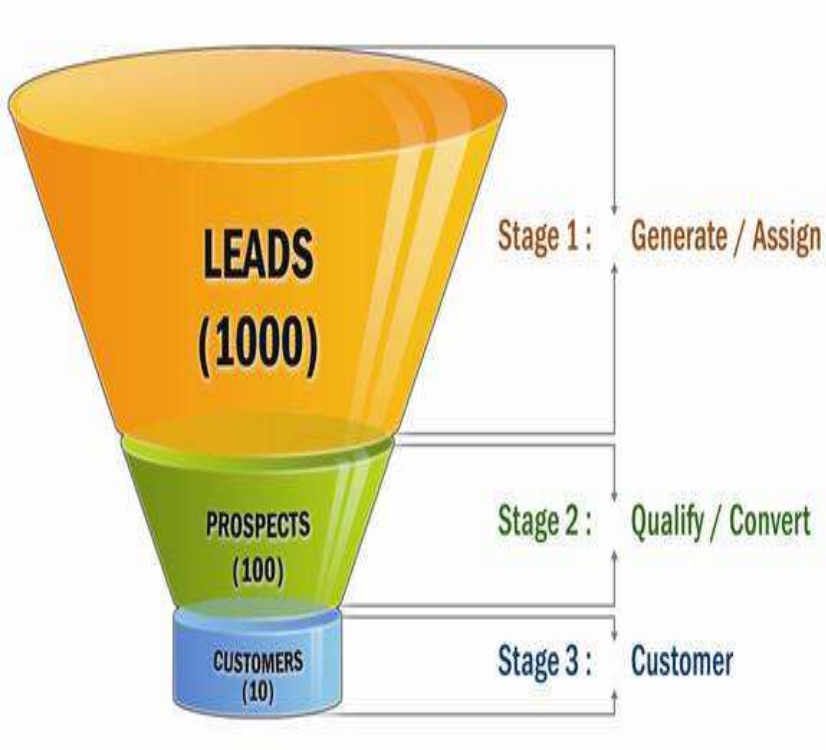
Are You On The Right Track?

Creating your Bullet Proof
Target Market List



What is Capture Management?

It is a dedicated focus on maximizing the probability of winning a particular business pursuit by leveraging resources, relationships, and processes. Capture Managers develop understanding, figure out what to offer, create strategies, identify resources, and make decisions. Capture management is all about what to offer and presenting it in a winning proposal. But figuring out how to capture the lead requires knowledge and skills in marketing, corporate strategy, proposal development, finance, pricing, contracts, project management, human resources, and basically everything else. Capture management may very well be the most difficult job in a company, partly because very few people have experience in everything needed, and partly because they have to sell internally within the company just as much as they have to sell to the customer. Capture management hands off to proposal management when the RFP is released and it's time to put it all in writing. A good capture manager will involve proposal management before the RFP is released so that they are better prepared to win the proposal.



What is Business Development?

It is the identification of solutions that address customer needs creating business opportunities. As part of the sales process, the business development function identifies a portfolio of qualified leads for the company to pursue. Business development managers identify, qualify, advocate, and track leads. They focus on gathering intelligence and building relationships. As a result, the business development phase is mostly about relationship marketing getting smart about the customer and opportunity, with lead reporting for tracking. Business development hands off to capture management when it's time to move beyond lead identification and qualification into pursuit.

Must Dos!!

- Watch Jennifer Namvar - The Billion Dollar Capture Manager (https://youtu.be/65qD_R0oOYo)
- Judy Bradt - Players and Layers Method (https://youtu.be/xo8_vSnvVVs)
- Using Technology to connect small businesses to Government - Emily Harman, Director of Navy Office of Small Business – 1st podcast <https://youtu.be/nwrQvTaNh2I> Key takeaways: How do people perceive small businesses? (podcast 34)
- Research previous 3 years' NAICs (Watch TML video).
- Compare each year's top 5 contracting agencies.
- Make sure to know:
 1. Contract Officer
 2. Stake Holder
 3. Small Business Specialist
 4. Program Manager
 5. Prime Contractor



Do You Know?

- Who is buying?
- How do they buy it?
- Who have they bought from in the past, present?
- What issues did they have (if any)?
- What are they looking to do in the future?
- Upcoming events?
- What is the agencies' GAO report?



Available Resources

- Target Market List Resources (included)
 - Target Market List Videos
 - Contacting Top Ten Agencies Worksheets
 - GovCon Pipeline Building - Excel

