

7 CRUCIAL MOVES TO GET YOUR BUSINESS CAPTURE IN GEAR

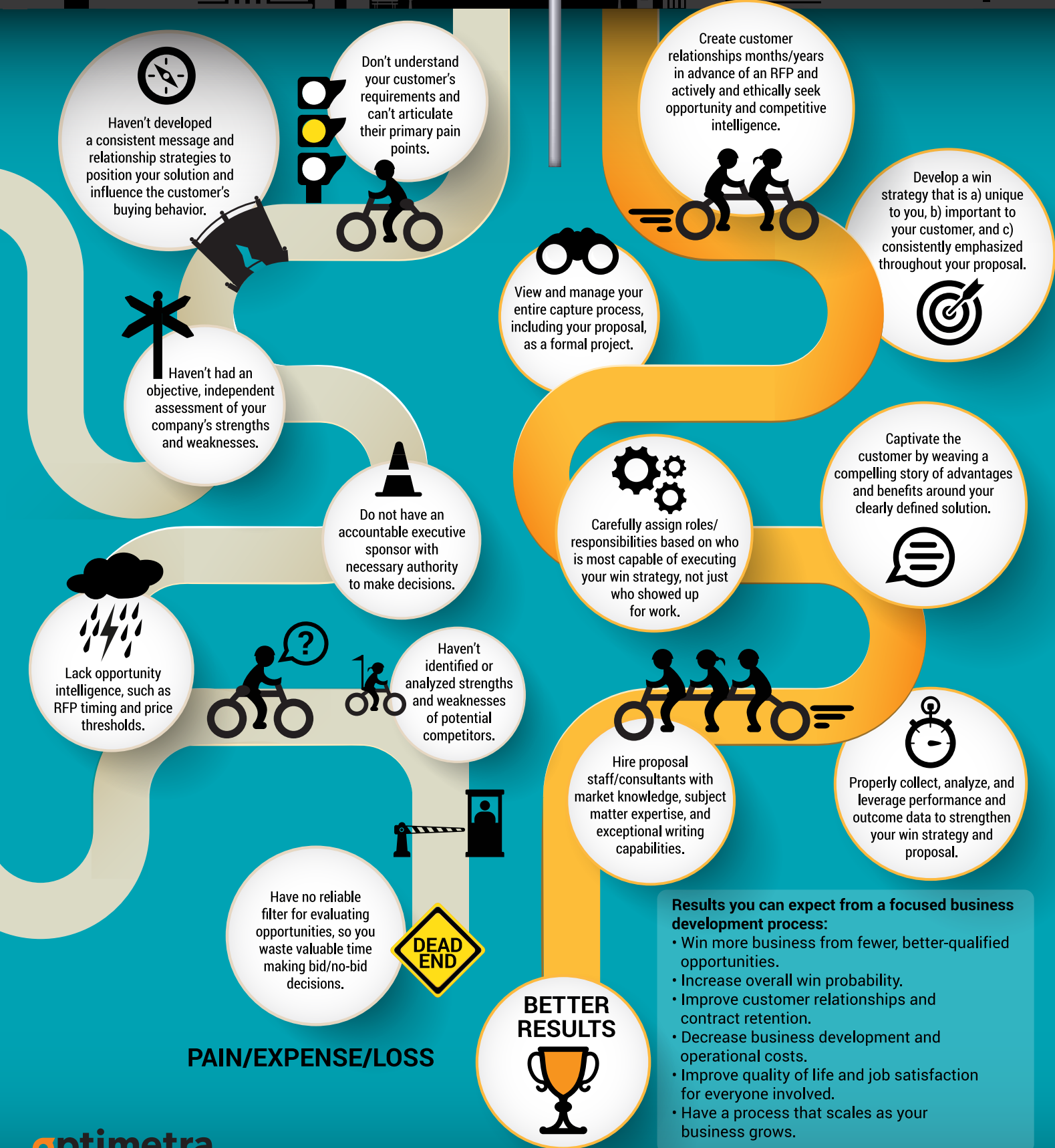
At Optimetra®, we believe proposals should do more than just make you sound good; they should make you better at whatever you do.

Sure, you can win a contract with a random approach, but it won't make you better at what you do. And, it will likely be a painful race to the finish line.



Being focused and intentional is the only way to grow AND improve your business at the same time.

Join us on a focused course to more wins, better solutions, and more satisfied customers and beneficiaries.



Haven't developed a consistent message and relationship strategies to position your solution and influence the customer's buying behavior.



Don't understand your customer's requirements and can't articulate their primary pain points.



Haven't had an objective, independent assessment of your company's strengths and weaknesses.



Do not have an accountable executive sponsor with necessary authority to make decisions.



Lack opportunity intelligence, such as RFP timing and price thresholds.



Haven't identified or analyzed strengths and weaknesses of potential competitors.



Have no reliable filter for evaluating opportunities, so you waste valuable time making bid/no-bid decisions.



View and manage your entire capture process, including your proposal, as a formal project.



Create customer relationships months/years in advance of an RFP and actively and ethically seek opportunity and competitive intelligence.



Develop a win strategy that is a) unique to you, b) important to your customer, and c) consistently emphasized throughout your proposal.



Carefully assign roles/responsibilities based on who is most capable of executing your win strategy, not just who showed up for work.

Captivate the customer by weaving a compelling story of advantages and benefits around your clearly defined solution.



Hire proposal staff/consultants with market knowledge, subject matter expertise, and exceptional writing capabilities.



Properly collect, analyze, and leverage performance and outcome data to strengthen your win strategy and proposal.

PAIN/EXPENSE/LOSS

BETTER RESULTS



Results you can expect from a focused business development process:

- Win more business from fewer, better-qualified opportunities.
- Increase overall win probability.
- Improve customer relationships and contract retention.
- Decrease business development and operational costs.
- Improve quality of life and job satisfaction for everyone involved.
- Have a process that scales as your business grows.