



# Capture Management

**The Art of Capturing Government Contracts**

with Abraham Xiong



# About Abraham Xiong



Entrepreneur  
Small Business Advocate  
Founder of GCA  
Helped Companies Win \$900M+  
Taught 10,000+ Entrepreneurs

## Awards:

- President Obama's Lifetime Achievement Award
- Global Humanitarian Award
- Goodwill Ambassador (Georgia)



# What You'll Learn:

- What is Capture Management
- Why contracting is like art
- Your current sales methodologies will fail you in B2G
- Difference between BD and Capture Management
- How to develop a capture management process
- How to build winning relationships
- How to get certified as a capture manager
- Benefits of being a certified capture manager

DOWNLOAD: [www.GovAssociation.org/download](http://www.GovAssociation.org/download)



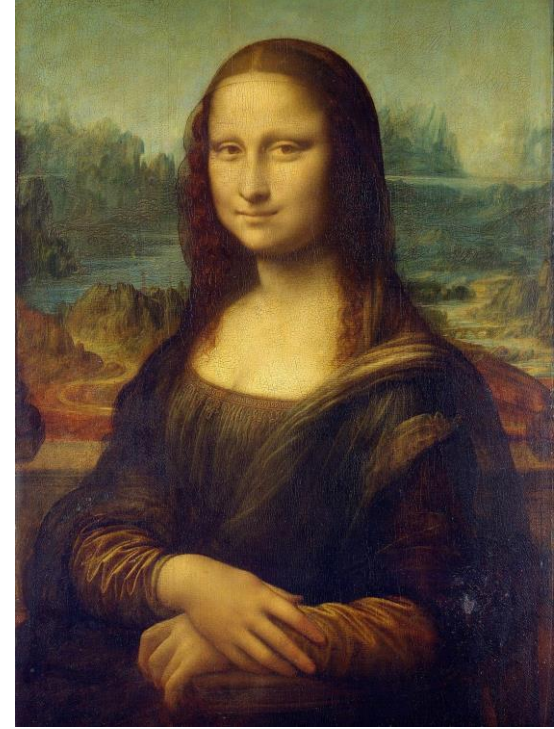
- ❖ There's only so much I can teach you in the next 60 minutes
- ❖ I promise to give you everything I can...
- ❖ If you stay to the end, I will show you how to get more help
- ❖ And I have a BONUS surprise...



# Business is like Art

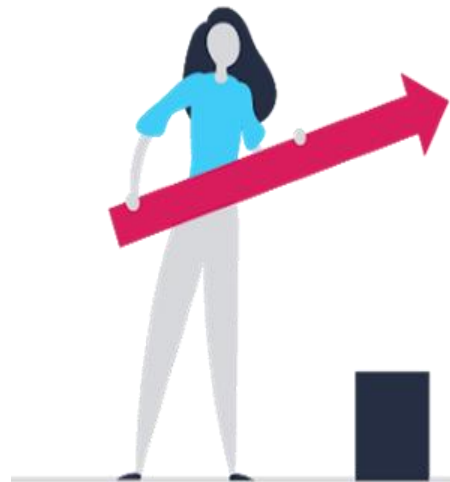
Your business is a masterpiece

- To build it requires that you learn to be a master-artist
- What are the qualities of a great artist?



# Growing Your Business: What Does it Take?

- Business infrastructure
- SOP's
- HR
- Compliance
- Marketing/Advertising
- Business tools (software, equipment, etc)
- Perfect your products/services
- Sales (close the deal)
- Customer satisfaction (raving fans)



# What is your current sales process?

- Open discussion on your sales methodologies



# What are the differences?

## Business Development

- Business development is the creation, focus, and measurement of a plan
- Business development works with partners to sell to customers in a way that can be measured

## Sales Development

- Sales development involves the actual execution
- Sales are simply the process of converting leads into customers



# Marketing vs Advertising

BASIS FOR COMPARISON	MARKETING	ADVERTISING
Meaning	The activity of understanding the market conditions in order to identify the customer needs and creating such a product that it sells itself.	Advertising is a part of market communication process which is done with the aim of seeking attention of the public towards particular stuff
Aspect	Product, price, place, people, promotion, process	Promotion
Term	Long Term	Short Term
Scope	Market research, promotion, advertisement, distribution, sales, public relations, customer satisfaction	Radio, television, newspaper, magazines, hoardings, social media, sponsorships, posters
Importance	More and more sales	Creates awareness
Focus on	Creating market for the new or existing product and building brand image	Grabbing the attention of the general public

# The Markets

## Which market are you in?

- B2C - Business to Consumer
- B2B - Business to Business
- B2G - Business to Government
- Commercial
- Federal
- SLED:
  - State
  - Local (Counties, Cities)
  - Education



# What is Capture Management?



## **Capture Management = Business Development**

- Capture management is Business Development in the government market
- Capture managers in the government market are responsible for directing a company's pursuit of contracting opportunities. Similar to the commercial market, they act as the business development person
- The key difference is that government contracting usually has a longer buying cycle and requires a capture plan

# What is Capture Management?

- Capture managers manage a team made of multiple disciplines, called the capture team.
  - This includes:
    - marketing team
    - sales team
    - pricing/cost estimation team
    - proposal team
    - fulfillment team (execution team)
    - compliance team
    - legal team
    - and other such groups



# Your Capture Team

Government Contractors



TITLE	DUTIES
Capture Manager	Biz dev, relationship, networking, marketing, teaming
Proposal Writer	Writing proposals/submitting bids
Researcher/Estimator	Finding current oppty's, previous award data, forecasts
Brand Manager	Branding, advertising, image, communication, PR, social media
Project Manager	Contract fulfillment, service/product deliver (in the field)
Contract Manager	Administration of contract, supports fulfillment team (in-house)
Compliance Officer	Quality, cyber, accounting, DCAA and regulation compliance
Legal Team	Reviews/drafts agreements (teaming, jv, subcontractor, FOIA, etc.)



# Capture Management Main Objectives



- Develops Capture Plan: create a pursuit plan to increase client base/drive revenue
- Sources out the opportunities: identify major opportunities for pursuit
- Evaluates the likelihood of success: determine a go/no go
- Supports the marketing team: guide the marketing initiative with dream 100 target
- Engages key teaming partners: find partners to support pursuit (past performance)
- Fosters winning relationships: put in place subcontractors/primes/gov't relationships



# Capture Management Main Objectives



- Facilitates the proposal strategy: work with the proposal team to submit a proposal
- Develops the pricing strategy: ensure pricing competitiveness
- Closes the deal: support internal/external team to win the deal
- Ensures fulfillment of contract: follow thru on contract compliance and contract completion



# What is Capture Management is NOT?



- Capture management
  - is NOT
  - Contract management
- Capture manager:
  - PRE-AWARD
  - Manages the sales cycle to contract win
- Contract manager:
  - POST-AWARD
  - Manages the fulfillment of a contract to completion





# Capture Manager Key Tasks



- Knows intimately all past performance
- Researches opportunities
- Emails and markets to prospects
- Develops marketing plan
- Sets up schedules & create timelines
- Assigns tasks to teams
- Sets up meetings
- Attends networking/industry/matchmaking events
- Attends pre-bidders conference
- Attends debriefs
- Attends client strategy meetings
- Other duties as assigned



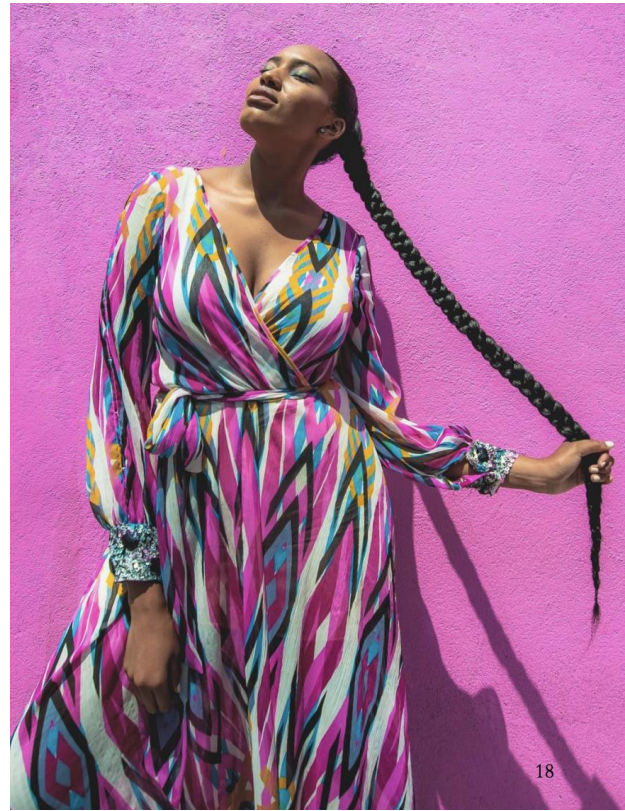


# Government: 10 Steps to Engage You

1. **Need:** End user/agency has a need
2. **Budget:** Needs get appropriated with funding
3. **Forecast:** Spending date is determined
4. **Market Survey:** Sources Sought/RFI/Pre-Solicitation
  - a. Sole Source/Set-Asides happens at this level
5. **Solicitation:** RFP/RFQ/IFB
6. **Proposal:** Response to opportunity
7. **Award:** Source Board reviews/PCO awards
8. **Performance:** Service or product is delivered
9. **Compliance:** ACO/TCO/COTR
10. **Closure:** Closing out the project

# ASERIM ROPP-CC = Goddess of Gov't Contracting

- |                           |                            |
|---------------------------|----------------------------|
| 1) <b>A:</b> Assessment   | 7) <b>R:</b> Relationship  |
| 2) <b>S:</b> Strategy     | 8) <b>O:</b> Opportunities |
| 3) <b>E:</b> Education    | 9) <b>P:</b> Proposal      |
| 4) <b>R:</b> Registration | 10) <b>P:</b> Performance  |
| 5) <b>I:</b> Image        | 11) <b>C:</b> Compliance   |
| 6) <b>M:</b> Marketing    | 12) <b>C:</b> Closure      |



# 6 TYPES OF RELATIONSHIP

## AGENCIES END USERS

Government Agencies  
Agency is the Customer with a need  
Program managers, buyers, procurement departments, etc.  
Limited contracting authority-typical <\$25K  
Example: CDC, HHS, DOD, GSA, State, Cities, Local Municipalities, etc.

## SMALL BIZPARTNERS

Teaming Alliances with certified companies: WOSB, SDVOSB, 8a, HUBZone, Section 3, VOSB, WBE, DBE, MBE, etc.

Similar industries, goals, ethics, vision, mission, etc.

About 70% of all contracts require collaboration/teaming, subs, etc  
It's about Co-opetition  
Cooperating with your competitors

## S.B. ADVOCATES

SBS = Small Bus. Specialist

SADBUS = Small and Disadvantaged Bus. Utilization Specialist

OSDBU = Office of Small Disadvantaged Bus. Utilization

SBA B.O.S. = Bus Opportunity Specialist (8a Program)

## CAPTURE TEAM

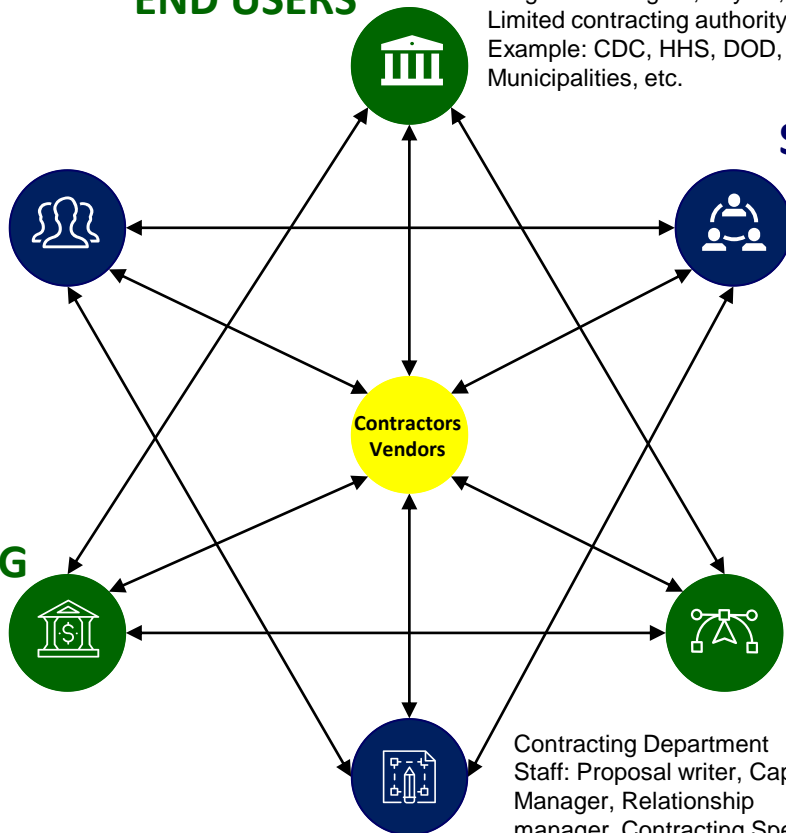
Contracting Department Staff: Proposal writer, Capture Manager, Relationship manager, Contracting Spec, Research team, Cost estimator/CPA, Admin.  
Hire former KO  
Invest in Consulting firm  
Utilize GCA Coaching Program

## LARGE PRIMES

## CONTRACTING OFFICERS

Large companies – sub goal 35%  
Become a subcontractor to large companies  
Required to have Small Business Program  
SBLO = Small Bus. Liaison Officer  
Diversity Manager  
Subcontracting Manager  
Mentor Protégé relationships  
Teaming/JV

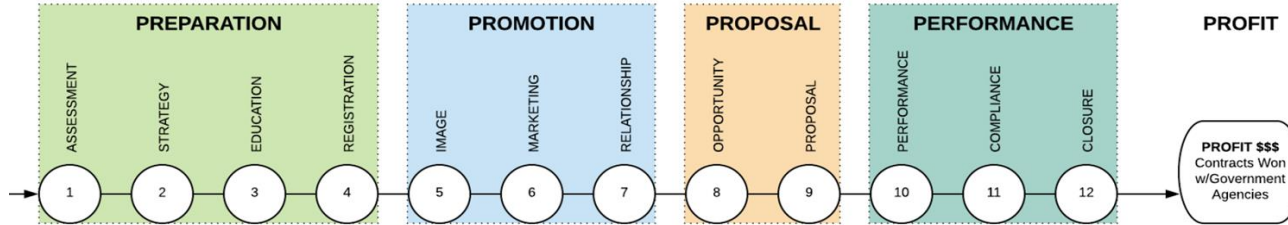
GSA  
DLA  
CO = Contracting Officer  
KO = Contracting Officer  
PCO = Procurement C.O.  
TCO = Termination C.O.  
ACO = Administrative C.O.  
C.S. = Contracting Specialist  
COR = Contracting Officer Representative  
COTR = C.O. Technical Representative  
FPO = Federal Project Officer



# Relationship Building: Alley Kitten Story



# Government Contracting Plan



## KEY PERSONNEL GOVERNMENT CONTRACTING DEPARTMENT

**Capture Manager (CM):** biz dev, relationship, networking, marketing, teaming

**Proposal Writer (PW):** writing proposal/bids

**Researcher/Estimator (RE):** finding oppty's, award data, forecasts, pricing

**Brand Manager (BM):** branding, advertising, image, communication, PR

**Project Manager (PM):** contract fulfillment, service/product delivery

**Contract Specialist (CS):** admin support, contract support

**Compliance Officer (CO):** quality assurance, accounting, regulation, compliance

**Legal Team (LT):** outsourced or in-house legal support

## EXECUTION PLAN FOR CLIENT

LEAD ROLE  
SUPPORTING ROLE



**ROLES:**  
CM, PW, RE, BM, PM,  
CS, CO

**ROLES:**  
CM, PW, RE, BM, PM,  
CS, CO, LT

**ROLES:**  
LT, CO

## 12 STEPS - SUPPORT PLAN

- 1) Assessment
- 2) Strategy
- 3) Education
- 4) Registration
- 5) Image
- 6) Marketing
- 7) Relationship
- 8) Opportunities
- 9) Proposal
- 10) Performance
- 11) Compliance
- 12) Closure

- 1) Assessment
- 2) Strategy
- 3) Education
- 4) Registration
- 5) Image
- 6) Marketing
- 7) Relationship
- 8) Opportunities
- 9) Proposal
- 10) Performance
- 11) Compliance
- 12) Closure

- 9) Proposal
- 11) Compliance



# CM Marketplace



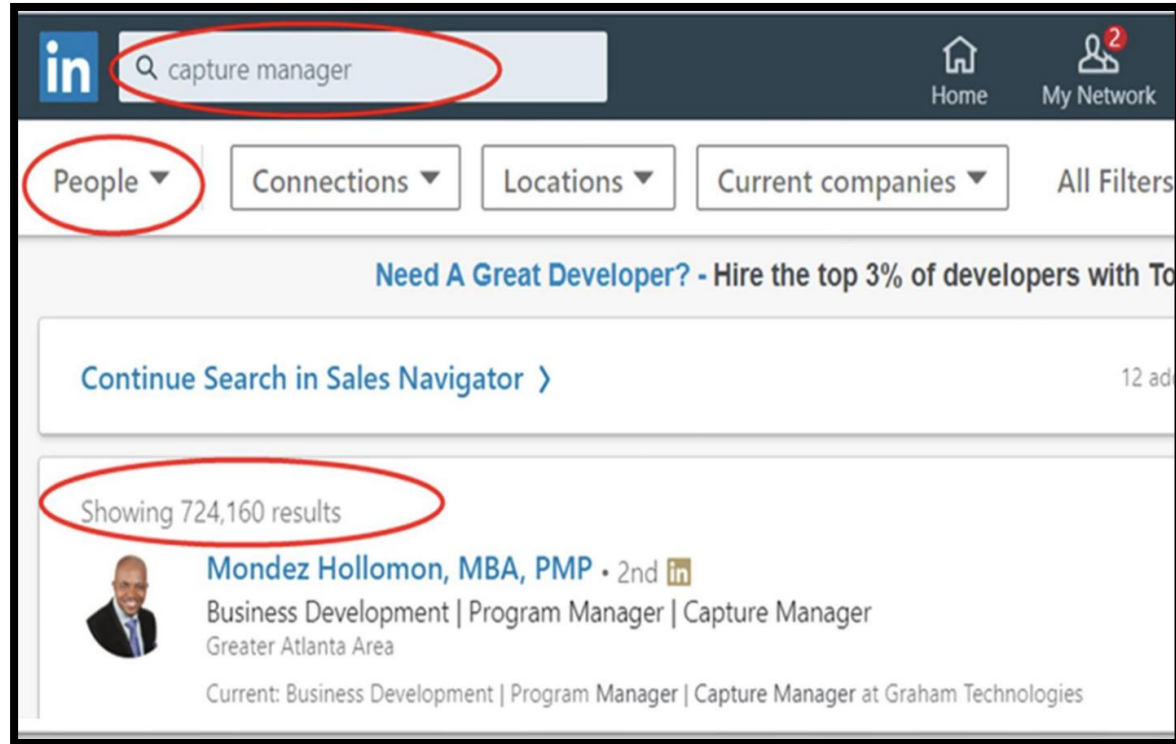
- 600,000 companies registered in SAM.gov
- 123,000 have small business certifications
- New companies entering the B2G market needs Capture Managers
- Thousands more are attempting to pursue state and local municipality contracts
- GCA estimates that once the CCM™ program matures in the B2G market, we may have over 1 million certified professionals
- Every sales or BD person selling in the gov't market will need to become a CCM professional





# CM Marketplace

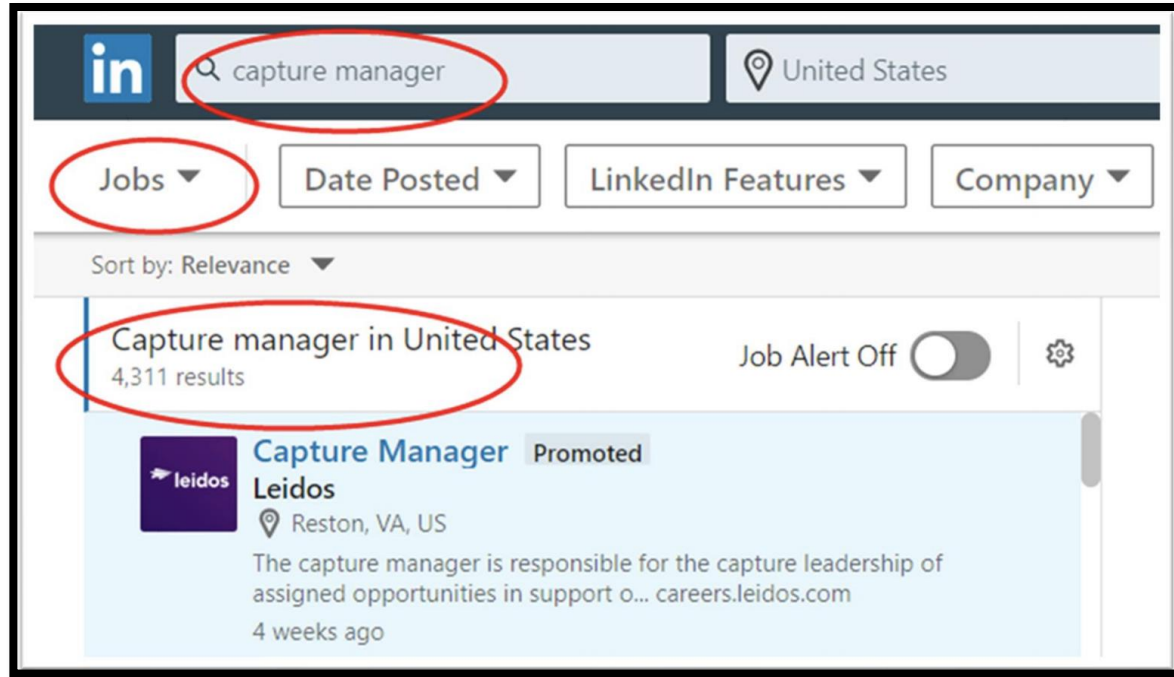
- A search for **“capture manager”** in LinkedIn under People showed these results:  
724,160 professionals





# CM Marketplace

- A search for **“capture manager”** in LinkedIn under Jobs showed these results: 4,311 jobs



# Certified Capture Manager Program



# Become a CCM Professional...



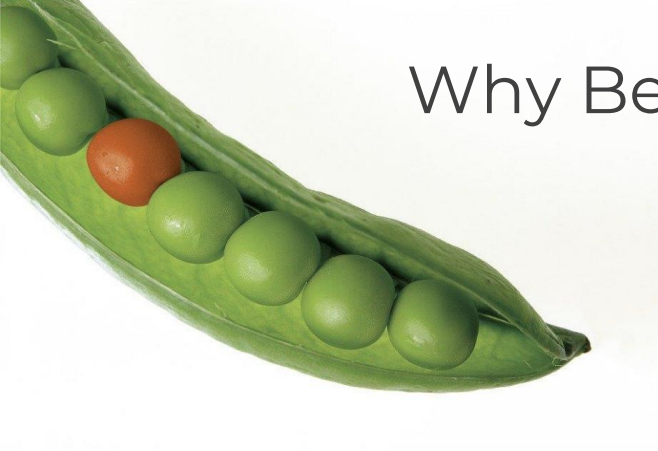
- CERTIFIED CAPTURE MANAGER (CCM™)
- GCA has developed a curriculum to help contracting professionals to become a Certified Capture Manager (CCM™)
- It is a 12-week immersive program that equips the participants with technical training and soft skills training
- The goal of the program is to teach participants the technical knowledge of becoming a capture manager and the soft skills of engaging government buyers

# Become a CCM Professional...

- The Certified Capture Manager (CCM™) Certification Program is a professional designation assigned for individuals who have successfully completed a rigorous contracting training curriculum, have certain years of experience and can proficiently pass the CMBOK exam.



# Why Become a CCM Professional?



- Distinguish yourself among your peers
- Help your company win more gov't contracts
- Expand your knowledge
- Adhere to professional standards/conducts
- Gain an edge on your competitors
- Potential to increase your income





# CM Average Salaries

## Sales Person Salaries

120 Salaries Updated Jun 7, 2019

Industries



Company Sizes



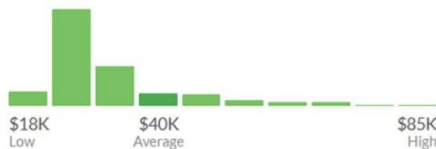
Years of Experience



To filter salaries for Sales Person, [Sign In](#) or [Register](#).

Average Base Pay

**\$40,302**/yr



## Capture Manager Salaries

61 Salaries Updated Jun 25, 2019

Industries



Company Sizes



Years of Experience



Average Base Pay

**\$158,072**/yr



# What will you receive?

- 12 weeks of instructor led training
- 120 hours of curriculum, training, and support
- [www.GovFastTrack.com](http://www.GovFastTrack.com) software
- [govcontractors.talentlms.com](http://govcontractors.talentlms.com) (GovLMS - Learning Management System (self-study online course with exam questions))
- [www.GovUniversity.org](http://www.GovUniversity.org) (online video course)
- [www.GovTrainingVault.com](http://www.GovTrainingVault.com) (video library of classes and lessons)





# What will you receive?

- Practice Test Portal (Classmarker.com practice tests portal)
- GovBootcamp (online)
- CMBOK = Capture Management Body of Knowledge training material
- CMBOK Exam (must score 80+ to obtain CCM™ Certificate)
- CCM™ Professional Certification upon passing exam
- Connections and Network with other professionals
- Business coach (to support, review assignments for accuracies, and accountability)





# 12 Week CCM Curriculum

## WEEK 1 INTRODUCTION:

### CM00A Lesson 1:

CM00A.1  
CM00A.2  
CM00A.3  
CM00A.4  
CM00A.5  
CM00A.6  
CM00A.7  
CM00A.8

### Overview of CCM Program

CCM Program Overview and Course Syllabus  
Getting to Know Each Other  
Intro to Gov. Contracting / Do You Speak Governese  
5Ps Success Formula: P+P+P+P+P = P  
What You Will Receive (CCM Certification)  
GovFastTrack Setup & Software Training  
GovLMS Setup & Software Training  
Choose Study Partner(s) & Set Up Study Time

## WEEK 2 PREPARATION PHASE

### CM00B Lesson 2: Assessment -

CM00B.1  
CM00B.2  
CM00B.3  
CM00B.4  
CM00B.5

### Assessing Your Current Situation

Getting Started in Government Market  
Business Infrastructure  
Business Development  
5 Other Business Considerations  
Personal Development

### CM00B Lesson 3: Strategy -

CM00C.1  
CM00C.2  
CM00C.3  
CM00C.4

### Assessing Your Current Situation

Establishing a Short-Term Government Contracting Plan  
Establishing a Long-Term Government Contracting Plan  
Getting Your Finances in Order/Raising Capital  
Other Strategy Consideration (Exit Plan: Legacy & M&A)

# CM Success Indicators

- Desire to understand the government market
- Willing to learn governese, the language of government contracting
- Has sales and business development experience
- Ability to engage C-level executives
- Appreciates occasional travel to events
- Enjoys learning new markets, new things
- Ability to communicate and collaborate to multiple stakeholders
- Self-starter and requires minimal guidance
- Excellent writing skills



# Become a CCM Professional...



# CCM Requirements

- We don't accept everyone
- Must have propensity to succeed
- Commit to attending the program for 12 weeks
- Set aside 10 hours each week
  - 2 hrs Weekly Class Time
  - 2 hrs Study Group: Participate in a study group to review, discuss, or/and do class assignments
  - 6 hrs of Individual Homework Assignments

# How to Enroll?



- **Program Starts July 20<sup>th</sup>**
- \$5,000 Investment for the CCM Program
  - **\$1,000 discount** for today's Hire Ground webinar attendees
  - Payment plans are available
- ENROLL:
  - Call 404-955-8080
  - Email: [info@govcontractors.org](mailto:info@govcontractors.org)
  - Online: [www.CaptureManagement.org](http://www.CaptureManagement.org)

# BONUS



**CAPABILITY STATEMENT**

**YOUR LOGO**

**OURS: 123456789**  
**CAGE: 11MM02**

**CERTIFICATIONS:**  
MBE GAOIC  
8(a) SBA (Pending)  
DBE GADOT (Pending)

**GSA CONTRACT #:** GS07F2830A  
Schedule 66: Scientific Equipment & Services  
SIN 566-1: Laboratory Furniture Systems  
SIN 566-5: Workstation Design/Installation  
SIN 66-147: Laboratory Fume Hoods

**NAICS:**  
337127 Institutional Furniture (Primary)  
236118 Addition, Alteration & Renovation  
236210 Industrial Building Construction  
236220 Commercial/Inst. Construction  
238210 Electrical Contractor  
238310 Drywall and Insulation  
238350 Finish Carpentry  
238390 Other Building Finishing  
337214 Office Furniture  
337215 Showcase, Partition, Shelving, Locker  
423450 Medical, Dental, Hospital Equipment  
423490 Laboratory Apparatus  
541310 Architectural Services  
541330 Engineering Services  
541350 Building Inspection Services  
541410 Interior Design Services  
541611 Management Consulting Services  
561210 Facilities Support Services

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**ABOUT LabFD**  
Founded in 1999, LabFD is a facilities and construction management firm. We specialize in creating productive work and laboratory environments through Initial Outfitting and Transition Planning (IO&T). As a small minority owned business, we have had the privilege of working with large institutions including Army, USDA, AstraZeneca and Coca-Cola.

We self-perform and team with partners to provide the most cost-effective solution to meet the needs of the government, industrial, education, healthcare, and pharmaceutical communities. Let us be your solutions partner to help you move your mission forward.

**CORE COMPETENCIES**

<b>SERVICES:</b> <ul style="list-style-type: none"><li>Facilities Management</li><li>Space Planning/Initial Outfitting</li><li>Construction Management</li><li>Architectural/Engineering Svc</li><li>Logistics/Transition Planning</li><li>Installation/Design Integration</li></ul>	<b>EQUIPMENT:</b> <ul style="list-style-type: none"><li>Lab Furniture/Casework</li><li>Chemical Fume Hoods</li><li>Bio-safety Cabinets</li><li>Laboratory Accessories</li><li>Fixtures/Faucets/Sinks</li><li>Medical/Office Furniture</li></ul>
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**PROFESSIONAL ORGANIZATIONS**

<ul style="list-style-type: none"><li>Army Corps of Engineers</li><li>Navy</li><li>USDA</li><li>Coca-Cola</li><li>Univ. of South Florida</li><li>Fox Scientific</li><li>Smithfield Foods</li><li>AstraZeneca</li></ul>	
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**DIFFERENTIATORS**

- Bonded & Insured
- 23 Years of Solid Track Record
- Financially Solid with Established Line of Credit
- Cornerstone of Safety and Quality
- 10,000+ Line of Products
- Quick Response
- Nationwide Capabilities

**SCHEDULE 66 GSA GOVERNMENT CONTRACTORS ASSOCIATION**

**YOUR LOGO**

**P: 770.555.1118 W: LabFD.com**

1234 BRISTOL INDUSTRIAL WAY, SUITE 900, BUFORD, GA 30518

- Free Capability Statement Samples
- USE THIS LINK TO DOWNLOAD
- [www.govassociation.org/capabilitystatement](http://www.govassociation.org/capabilitystatement)



# Thank You!



**“You’re one contract away from realizing your dreams!”**

*- Abe Xiong*

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