



# **CAPTURE MANAGEMENT**

**The ART of Capturing Government Contracts**

# ABOUT YOUR INSTRUCTOR



**Abraham Xiong**

- ❖ Entrepreneur
- ❖ Small Business Advocate
- ❖ Founder of GCA
- ❖ Awards:
  - President Obama's Lifetime Achievement Award
  - Global Humanitarian Award
  - Goodwill Ambassador (Georgia)
- ❖ Taught 10,000+ Entrepreneurs
- ❖ Helped Companies Win **\$1B+**



# ABOUT THE GCA

- ❖ National Trade Association for Government Contractors
- ❖ Vision: To Create Access
  - ❖ Access to the opportunities in the gov't market
  - ❖ Access to qualified companies
- ❖ Mission:
  - ❖ To Educate
  - ❖ To Advocate
  - ❖ To Facilitate



**GOVERNMENT  
CONTRACTORS  
ASSOCIATION**

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



## WHAT WILL YOU 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)

# IF YOU STAY TO THE END...

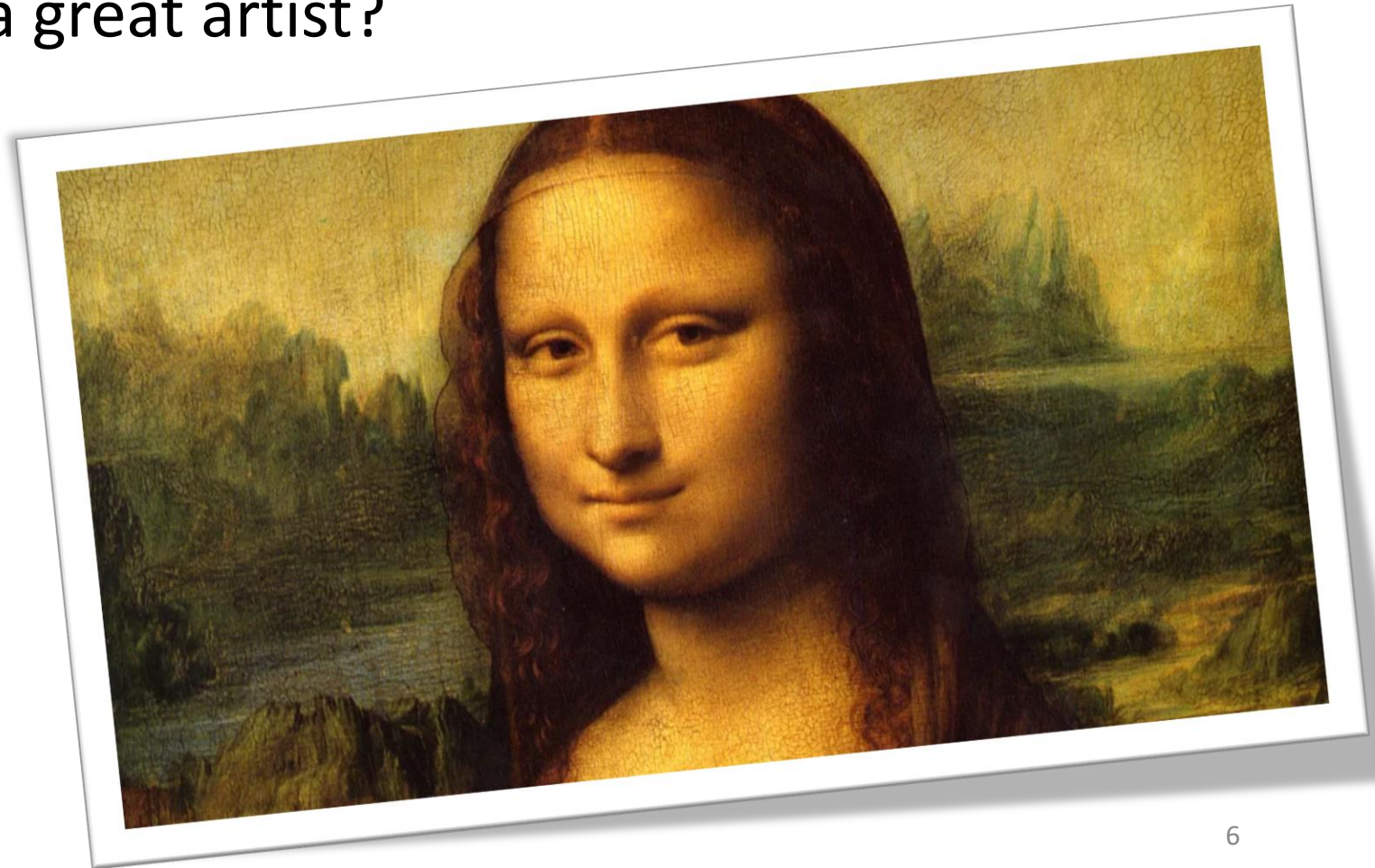
- ❖ There's only so much I can teach you in the next 90 minutes.
- ❖ I promise to give you everything I can...
- ❖ If you stay to the end, I will show you how to get more help
- ❖ Celebrate with the CCM Graduates
- ❖ And I have a surprise...



# Business is 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 to grow your business?

- 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)





# The Sales Process

## What is your current sales process?

- Open discussion on your sales methodologies





# What are the Differences?

## Define:

- ❖ Business Development Vs Sales Development
- ❖ While business development is the creation, focus, and measurement of a plan, sales development involves the actual execution.
- ❖ Business development works with partners to sell to customers in a way that can be measured, whereas 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 a 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
- B2B
- B2G
  
- Commercial
- Federal
- SLED:
  - State
  - Local (Counties, Cities)
  - Education



# What is Capture Management?

## **Capture Management = Business Development**

- ❖ Capture management is Business Development in the B2G
- ❖ Capture managers are responsible for directing a company's pursuit of contracting opportunities
- ❖ Similar to the commercial market, they act as the business development person
  
- ❖ KEY DIFFERENCE: B2G marketplace
  - ❖ Longer buying cycle
  - ❖ 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
  - Other such groups

# Your Capture Team

GOVERNMENT CONTRACTING TEAM	
TITLE	DUTIES
Capture Manager	biz dev, relationship, networking, marketing, teaming
Proposal Writer	writing proposal/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 delivery (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, <u>iv</u> , subcontractor, FOIA, etc.)

# CM 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
- ❖ **Engages key teaming partners:** find partners to support pursuit (past performance)
- ❖ **Fosters winning relationships:** put in place subcontractors/primes/gov't relationships
- ❖ **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 closure

# What is Capture Management is NOT?

## Capture Management vs Contract Management

- ❖ 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



# CM 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/match making events
- ❖ Attends pre-bidders conference
- ❖ Attends debriefs
- ❖ Attends client strategy meetings
- ❖ Other duties as assigned

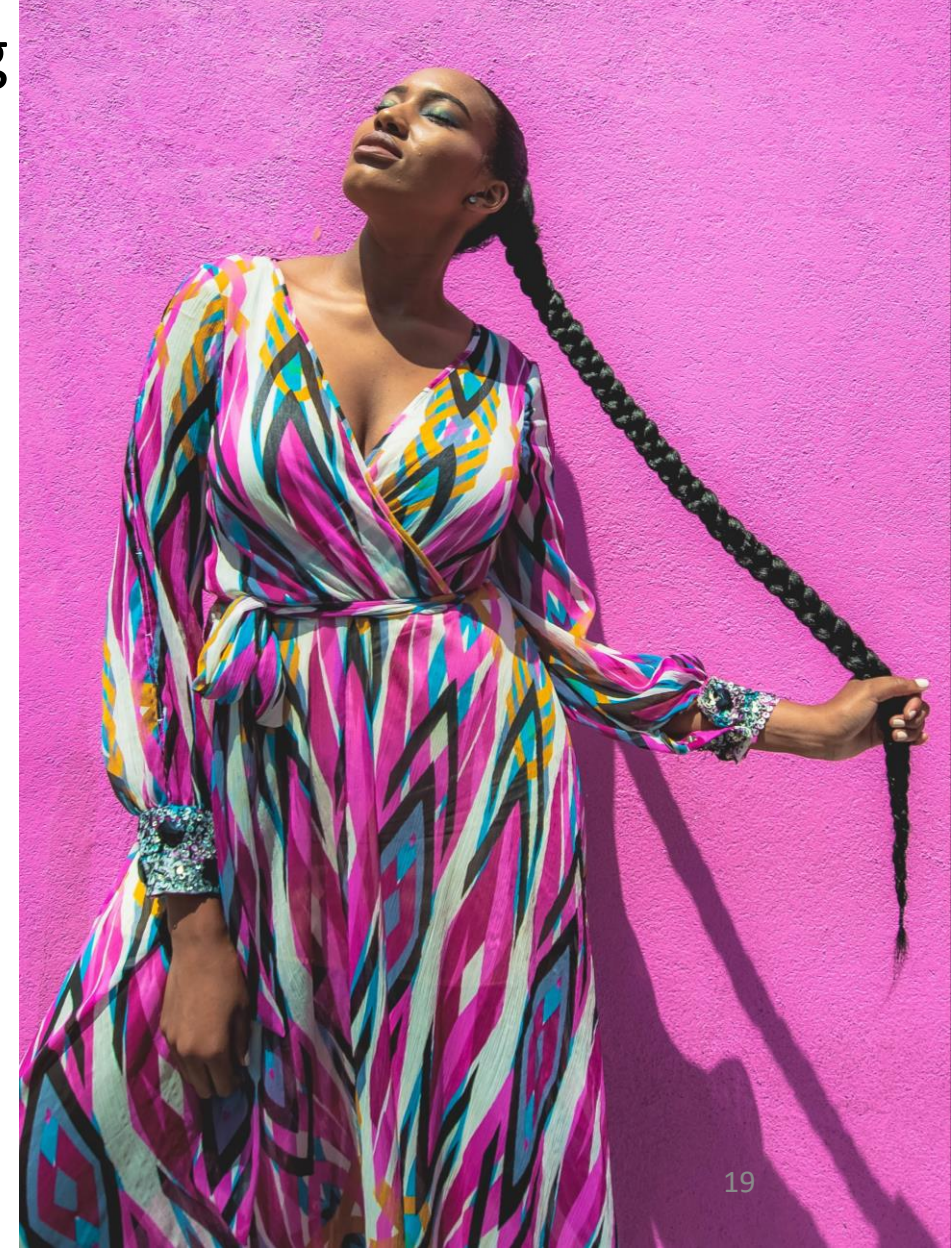
# Government: 10 Steps to Engage You

- ❖ 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
  - ❖ Sole Source happens at this level
  - ❖ Set aside 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

# 12 STEPS of Government Contracting

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

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



6 KEY OF RELATIONSHIPS

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

LARGE PRIMES

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

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

CONTRACTING OFFICERS

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

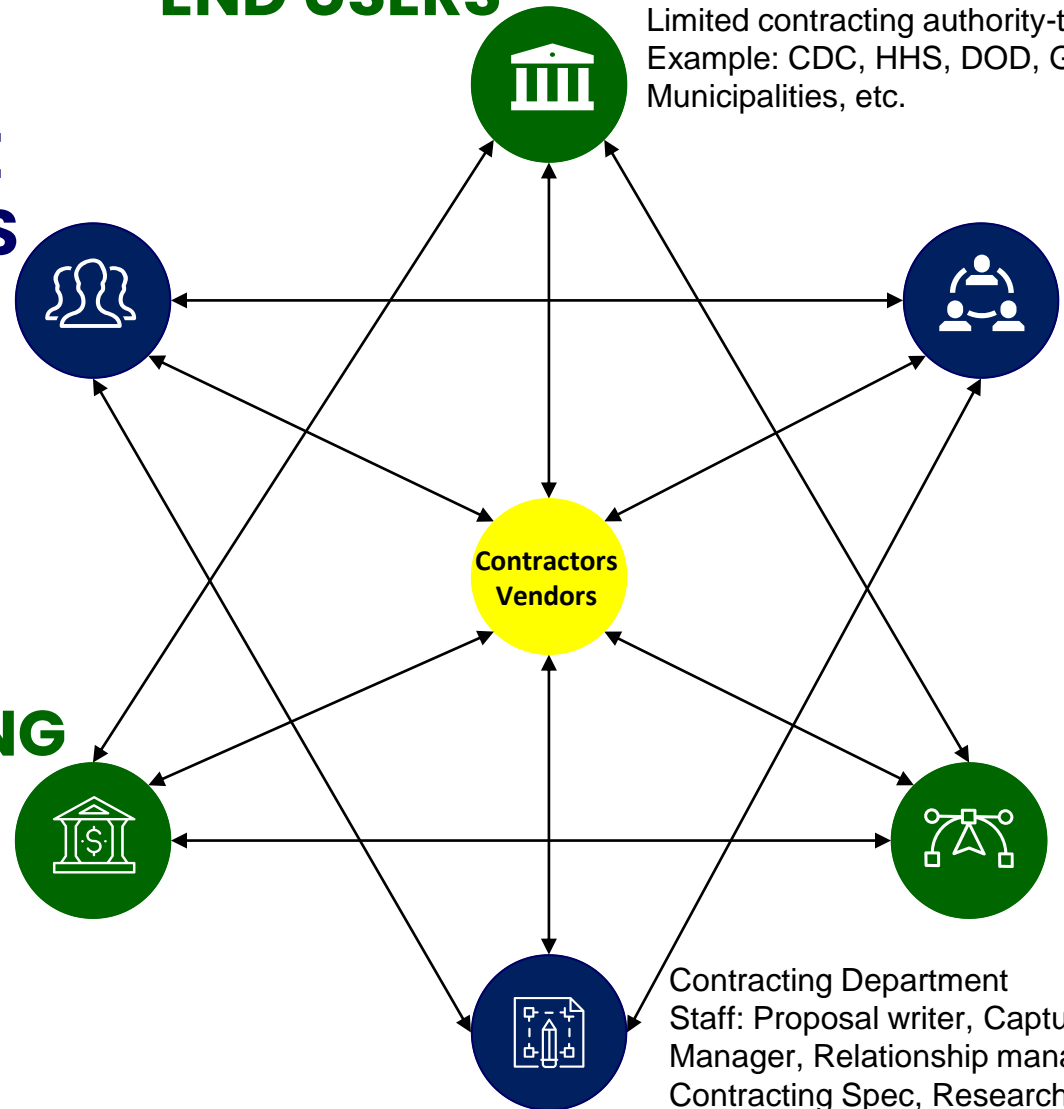
S.B. ADVOCATES

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)

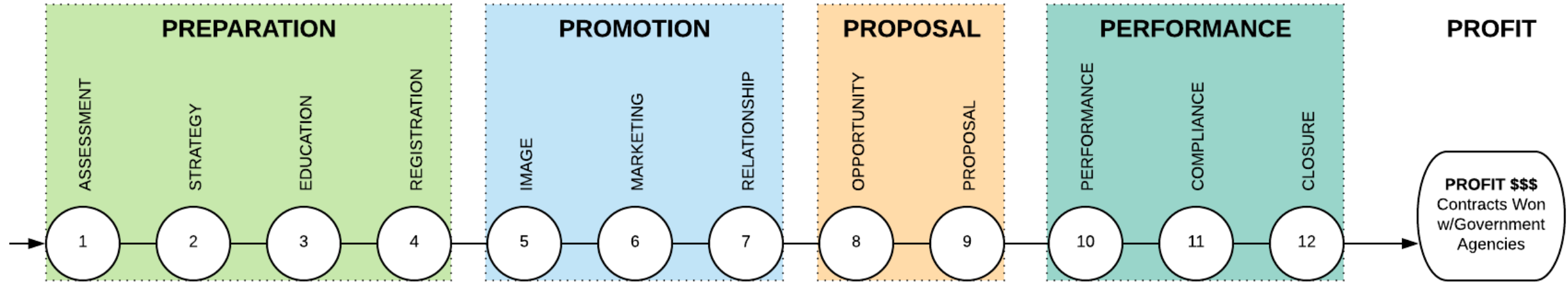




# Relationship Building: Alley Kitten Story (video)



# CAPTURE 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**

GCA TEAM	CLIENT TEAM	Outsourced Team
<b>ROLES:</b> CM, PW, RE, BM, PM, CS, CO	<b>ROLES:</b> CM, PW, RE, BM, PM, CS, CO, LT	<b>ROLES:</b> LT, CO
<b>12 STEPS - SUPPORT PLAN</b>		
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

# B2G 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 contracts
- ❖ Potential 1 million CCM™ 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

The screenshot shows the LinkedIn search interface. The URL bar displays the search query. The search bar contains the text "capture manager". The "People" filter is selected. Below the filters, a banner for Toptal is visible. A button labeled "Continue Search in Sales Navigator" is present. The results section shows "Showing 724,160 results". The first result is for Mondez Hollomon, MBA, PMP, with a "Connect" button.

https://www.linkedin.com/search/results/people/?keywords=capture%20manager&origin=SUGGESTION

arks OutreachSystems U... New folder BitInfoCharts National Renewabl... Free Images | Unspl... Engin - Renewa...



in capture manager Home My Network 2 Jobs 4 Messaging

People Connections Locations Current companies All Filters

Need A Great Developer? - Hire the top 3% of developers with Toptal. Rated 4.9 of 5 o

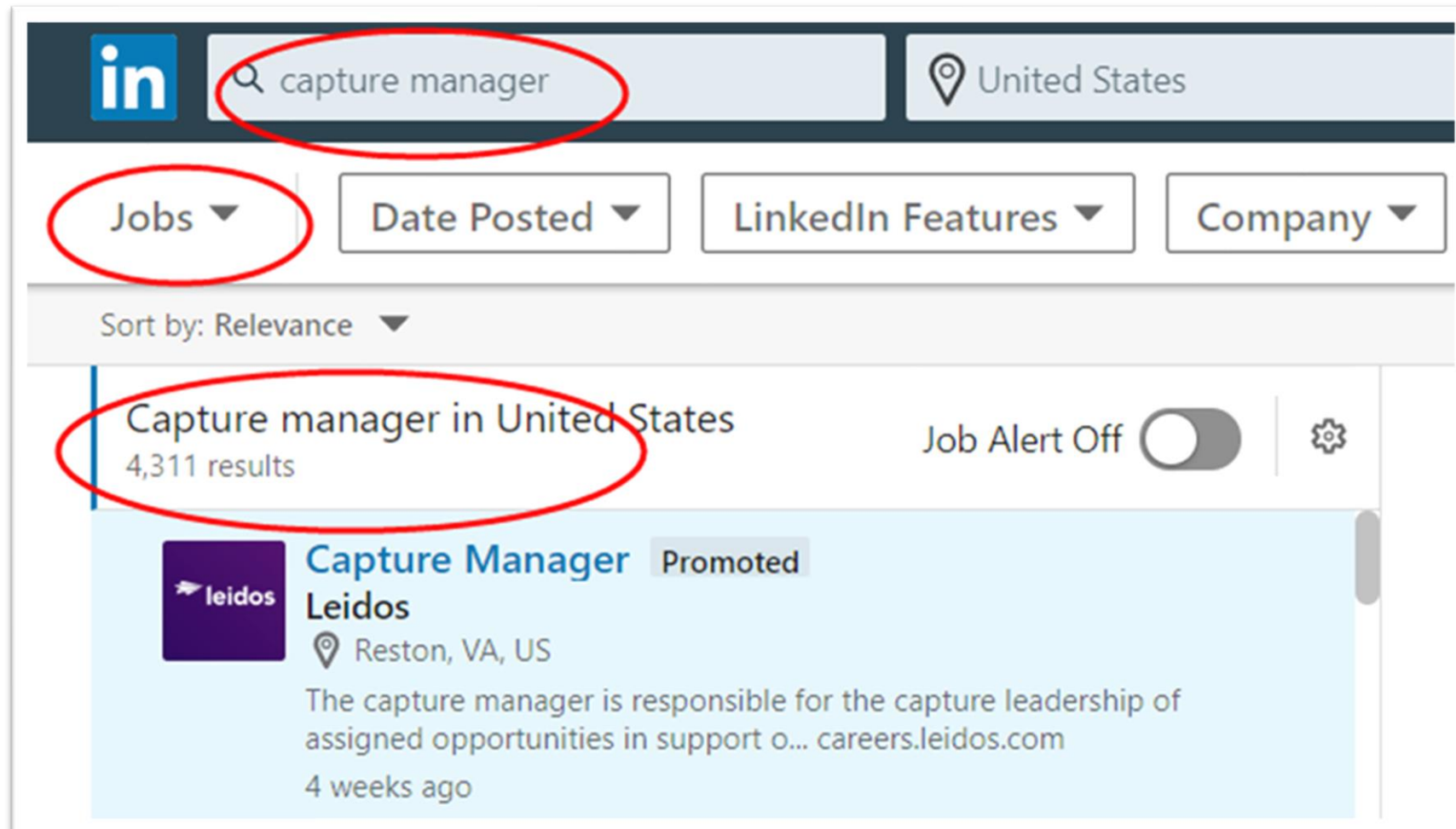
Continue Search in Sales Navigator > 12 additional advanced filters

Showing 724,160 results

 **Mondez Hollomon, MBA, PMP** • 2nd   
Business Development | Program Manager | Capture Manager  
Greater Atlanta Area  
Current: Business Development | Program Manager | Capture Manager at Graham Technologies [Connect](#)

# 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

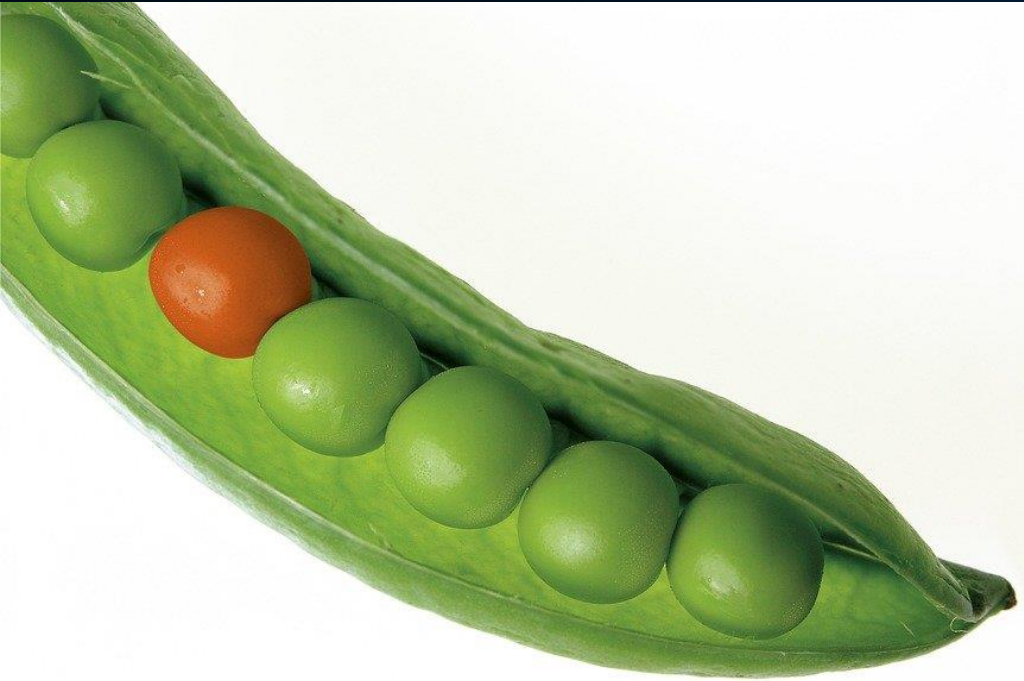
# Become a CCM Professional...

- ❖ The Certified Capture Manager Program is a professional designation assigned for individuals who have successfully completed a rigorous contracting training curriculum and can proficiently pass the CMBOOK exam.





# Why Become a CCM Professional?



- ❖ Distinguish yourself among your peers
- ❖ Win more gov't contracts
- ❖ Expand your knowledge
- ❖ Adhere to professional standards
- ❖ Gain an edge on your competitors
- ❖ Potential to increase your income

# CM Average Salaries:


## Sales Person Salaries

120 Salaries Updated Jun 7, 2019

Industries  

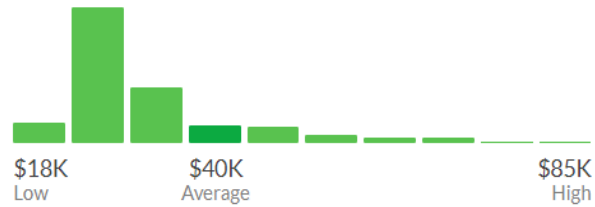
Company Sizes  

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

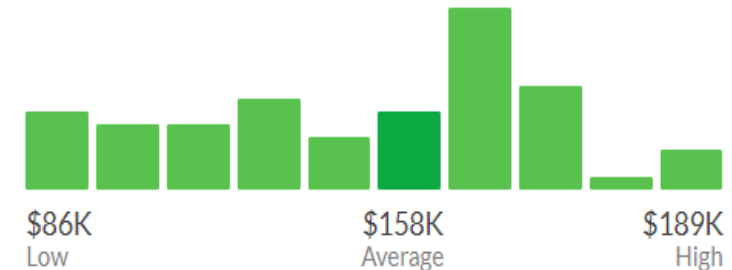
Industries 

Company Sizes 

Years of Experience 

Average Base Pay

**\$158,072** /yr





# What will you receive?

- ❖ 12 weeks of instructor led training (in classroom or virtual/online)
- ❖ 120 hours of curriculum, training, and support
- ❖ [www.GovFastTrack.com](http://www.GovFastTrack.com) software
- ❖ GovLMS - 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)
- ❖ 1 Day Bootcamp (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)

# See 12 Week Curriculum



## CERTIFIED CAPTURE MANAGER (CMM™) TRAINING 12-Week Curriculum Schedule

### WEEK – 1 INTRODUCTION

#### **CM00A Lesson 1: Overview of CCM Program**

CM00A.1	CCM Program Overview and Course Syllabus
CM00A.2	Getting to Know Each Other
CM00A.3	Intro to Government Contracting / Do You Speak Governese
CM00A.4	5 P's Success Formula: P+P+P+P = P
CM00A.5	What You Will Receive (CCM Certification)
CM00A.6	GovFastTrack Setup & Software Training
CM00A.7	<u>GovLMS</u> Setup & Software Training
CM00A.8	Choose Study Partner(s) & Set up Study Time

### WEEK – 2: PREPARATION PHASE

#### **CM00B Lesson 2: Assessment – Assessing Your Current Situation**

CM00B.1	Getting Started in the Government Market
CM00B.2	Business Infrastructure
CM00B.3	Business Development
CM00B.4	Other Business Considerations
CM00B.5	Personal Development

#### **CM00C Lesson 3: Strategy – Creating a Strategic Plan**

CM00C.1	Establishing a Short-term Government Contracting Plan
CM00C.2	Establishing a Long-term Government Contracting Plan
CM00C.3	Getting Your Finances in Order/Raising Capital
CM00C.4	Other Strategy Considerations (Exit Plan: Legacy & M&A)

# CM Success Indicators:

- ❖ Desire to understand the government market
- ❖ Willing to learn governese (the government contracting procurement language)
- ❖ 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 to study/complete work
  - 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?

- ❖ **\$5,000 Investment for the CCM Program**
- ❖ Payment plans are available (based on need)
- ❖ **ENROLL:**
- ❖ **Call 404-955-8080**
- ❖ **email: [info@govcontractors.org](mailto:info@govcontractors.org)**
- ❖ **Do it online:**  
**[www.CaptureManagement.org](http://www.CaptureManagement.org)**

# SCHOLARSHIP...

- ❖ **MYRA SMITH CISSE – MEMORIAL SCHOLARSHIP**
- ❖ **\$5,000 SCHOLARSHIP for the CCM Program**
  - ❑ Small business owner
  - ❑ Demonstrates financial need
  - ❑ <\$100K business revenue
  - ❑ Be an active (paid) member of GCA
  - ❑ Has potential for success in the CCM Program

**For consideration:**

**Email:**

**Subject line: Myra Cisse Scholarship**  
**info@govcontractors.org**

# BONUS FOR STAYING TO THE END...

## ❖ Free Capability Statement Samples

(USE THIS LINK TO DOWNLOAD)

## ❖ [www.govassociation.org/capabilitystatement](http://www.govassociation.org/capabilitystatement)



**CAPABILITY STATEMENT**

**YOUR LOGO**

**DUNS:** 123456789  
**CAGE:** 11MM2

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

**GSA CONTRACT #:** GS07F2838A  
**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

**Joan McMann, Capture Manager**  
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**Mark Perris, CEO**  
(404) 555-6180  
mperris@LabFD.com

**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**

SERVICES:	EQUIPMENT:
❖ Facilities Management	❖ Lab Furniture/Casework
❖ Space Planning/Initial Outfitting	❖ Chemical Fume Hoods
❖ Construction Management	❖ Bio-safety Cabinets
❖ Architectural/Engineering Svc	❖ Laboratory Accessories
❖ Logistics/Transition Planning	❖ Fixtures/Faucets/Sinks
❖ Installation/Design Integration	❖ Medical/Office Furniture

**PAST PERFORMANCE**

❖ Army Corps of Engineers			
❖ Navy			
❖ USDA			
❖ Coca-Cola			
❖ Univ. of South Florida			
❖ Fox Scientific			
❖ Smithfield Foods			
❖ AstraZeneca			

**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

# GRADUATION TIME...

- ❖ Retest: Next Tuesday
- ❖ Time to celebrate our CCM Graduates





***“YOU’RE ONE  
CONTRACT AWAY  
FROM REALIZING  
YOUR DREAMS!”***

- Abe Xiong

[abe@govcontractors.org](mailto:abe@govcontractors.org)

404-955-8080