

Capture Management

Outsourced capture support helping organizations scale with our team of experts & years of industry experience

How we work

1. ANALYZE

Understand the opportunity & whether it is a good fit for the company to pursue

2. PLAN

Develop a plan for further understanding the customer needs & how the company's capabilities fit those needs

3. COLLABORATE

Work directly with the Proposal Team to create a compelling response to the procurement requirements

Key Operations

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Opportunity Sourcing

Research relevant opportunities on government procurement websites and through networking



Validate & Network

Contact contracting agencies and work within network to validate opportunities as a good pursuit for the company. This sometimes includes an effort to convince the contracting agency to adjust certain requirements to create a more relevant opportunity



Collaboration with Proposals

Work directly with the proposal team to develop a proposal response that is compliant and compelling to the customer, based on knowledge from the capture process

Process

Initial Pursuit Identification/Opportunity Sourcing/Validation & Networking

- Utilize multiple online sources and networking to identify potential opportunities, relevant to the company's service offering
- Narrow potential opportunities to those that meet a minimum probability of win, based on predetermined factors, specific to company capability and forecasting goals
- Present potential pipeline to management for final identification and addition to company pipeline.

Collaboration with Proposal Team

- Develop and present a capture plan the outlines
 - Opportunity details
 - Customer need
 - Company capability that meets need
- Work with proposal team to develop proposal strategy with the goal of a compliant and compelling proposal
- Participate in the proposal process to assist with
 - Content development
 - Color team reviews
- Follow up with the contracting agency, post submission
- Participate in oral discussions and Evaluation Notice responses to steer the opportunity to a win

About Strategic Growth Advisors

SGA is one of four sister companies that all provide enterprise business support in the areas of Business Operations, Business Development, Small Business Advisory and M&A Advisory. SGA offers on-demand business development enablement and helps Tribal 8(a) organizations & small businesses scale through strategic partnerships & portfolio offerings at a fraction of the cost.



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