

Capture Management Best Practices – in the times of COVID

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The New Normal



When you realize you
didn't mute yourself



Oh darn – I gotta go
on video – quick
change time!

BLUF

1. Know who is buying
2. Know what they want – not what you think they need
3. Know what you sell
4. Know how to sell what you have and make sure this is what they want!



**Don't waste your time bidding if
you can't satisfy above**

BD - THE STRUGGLES (BEFORE COVID)



- I'm tired of networking
- Another conference?
- Which board do I volunteer on?
- We look like our competitors
- I have between 30 seconds - 15 minutes max in front of the govies to find out everything I need to know and/or to shape this deal and/or build a relationship and/or be invited back

BD - THE STRUGGLES (DURING COVID)



- What's their cell number?
- How do I get them to accept a meeting online?
- How do I know who's meeting with the decision makers?
- How do I reach the decision makers?
- What time is it where they live?
- Why does their phone roll over to voice mail?
- What's their dog's name again? Why doesn't it shut up?
I only have 10 minutes left on my free Zoom call.
- I miss humans!!!! I miss networking!!!! Is it 5:00 yet???
- The door closed! The window shut! The mask is on! Door dash is late and I'm hangry.

WHAT'S A BD PERSON TO DO



- Leverage relationships – industry and government: be the rainmaker
- Listen to as many webinars with clients topics of interest or even better - as speakers
- Leverage your marketing team – make sure your web sites and slicks tell the story you're selling and grabs attention
- Leverage social media to get the customer's attention and to get the message out: why us, not them
- Volunteer – where your target audience will recognize you – build those relationships

CAPTURE - THE STRUGGLES (BEFORE COVID)



- Where's my BD person? Golf? Are you kidding?
- You want how much to sponsor a booth?
- I'm sitting here prepping for a black hat and you're at another boon dongle?
- What's the customers hot buttons? What keeps them up at night? Let me see the results of your call plan.
- How is the shaping going? What was the results of the presentation? Why didn't you take me – I could have hit the win themes.
- GovWin says what? SAM.gov has what? This dropped and we missed it. You were busy 'walking the halls'! ugh

CAPTURE - THE STRUGGLES (DURING COVID)



- We need a zoom call to plan the next zoom call
- Why is his/her video always off
- Is someone actually snoring?
- What's the status of the action item? Wait – did he/she drop off? What, we can't hear you – your darn dog is barking again.
- You're on mute again.
- What's the status of the shaping? I don't care that you can't find the client. I need something!
- Who is our competition? Can't you hang out on some kind of Zoom networking event?

CAPTURE - MAKING ADJUSTMENTS



- Rely on BD – and be relentless
- Leverage your relationships for teaming and intel gathering
- Spend this time on branding - clever tag lines: tell me more
- Build a website and artifacts for your capture – but don't give away the farm
- Work in small groups, 2 hours max per session (win strategy, black hats, solutioning)
- Use collaboration tools available: MS Teams (meetings, chats, sharepoint), Zoom (quick set up but not the most secure), WebEx (expensive by expansive)
- Rely on action plans, deadlines, and keeping the train running
- Speak up – remember the criteria for success. If something is blocking the train, pull on the brakes before someone gets hurt.

REMEMBER – IT'S ALL ABOUT THE CAPTURE PLAN!



ANY COMMENTS OR QUESTIONS?



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