

The Successful Capture Manager



Strategic Space
Development

Delivering Results

Business Development: **The Successful Capture Manager**

December 2, 2008

Sofitel Hotel, Los Angeles

Don't miss an essential step in your next capture win effort. Effectively seek out the right opportunities, know your competition and execute your strategy for a successful win.

Strategic Space Development is adding a one-day course in Effective Capture Management to its highly successful three-day Business Development course in Los Angeles December 2-5.

Customized for but not limited to Program Capture Managers, this course focuses on proven methods to successfully posture your company to win major competitive programs. The course takes you through the capture process from identifying the initial opportunity to the release of the proposal announcement by the customer. Using real-world examples, this course provides valuable insight into the customers' perspective.



Register at bdcourses.com

The course covers key areas:

- ✓ Identifying the opportunity
- ✓ Determining your Probability to Win (Pwin)
- ✓ Evaluating the competition
- ✓ Formulating your win strategy
- ✓ Executing your Strategy
- ✓ Posturing for the Pre-Proposal period
- ✓ Influencing the Request for Proposal

Dr. Pat Dougherty, VP, Strategic Planning and DoD Programs of Strategic Space Development, is a highly educated and experienced teacher who gained a broad understanding of the customer's needs during his 20-year Air Force career in the acquisition corps. Presently, Dr. Dougherty develops business opportunities and capture strategies for suppliers to DoD and NASA. Dr. Dougherty lends his expertise to clients as he guides them through a successful capture process, and postures them to beat their competition. Dr. Dougherty has served on government source selection panels and has 16 years of business development and management experience in the civilian aerospace industry. The combination of his extensive real-life training with four college degrees (2 Master Degrees in Management) qualifies him to share the lessons he has learned.

Price

Early-bird \$1600

Regular Enrollment \$1800

*add-on to the three-day BD course \$600

To register contact Rebecca Stowers
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