

**Why attend the Seminar?**

Improve your sales effectiveness with proven business development processes, tools and techniques that support your sales objectives. Learn to:

- Prepare a capture plan; define capture management roles
- Align your sales and proposal strategies
- Develop a persuasive sales strategy

Capture Management will teach you to select the right information to get a close customer relation and allocate resources in a way that improves your capture rate.

**Target Group**

Participants typically include:  
Capture Manager, Sales Manager, Campaign Manager

**Topics**

- Gain a competitive advantage by understanding which information is essential and contact the key person
- Position your company and Business to Win.
- Plan your campaign, Account.
- Preparing a strategy outline. Structure your Strategy Plan by using the Capture Planner
- Know Your Customer. Improve your competitive position by asking the right questions to the right people

**Requirements**

Advanced knowledge of complex sales

**Duration**

1 day (7 hours incl. breaks)

**Number of Participants**

max. 10

**Learning Goals**

Participants learn to develop a capture plan and following details:

- Integrating strategic and opportunity planning
- Evaluating opportunities
- Gathering relevant market information
- Developing a targeted Capture Plan for each opportunity

**Methodik**

Using simulations, discussions, and role-plays, Capture Management participants learn and practice the skills to plan and prepare capture business.