

# Strategic Capture Planning

**Build a competitive advantage and position to win.**

Our experience indicates that the battle is won or lost in middle game—and this is as true in business development as it is in chess. Middle game activities (prior to RFP) constitute about 70% of your win probability. Strategic Capture Planning is designed to “supercharge” your capture team’s ability to effectively execute middle game activities and position your organization to win specific opportunities. Intact capture teams gain a competitive advantage on their pursuits as they collaborate to:

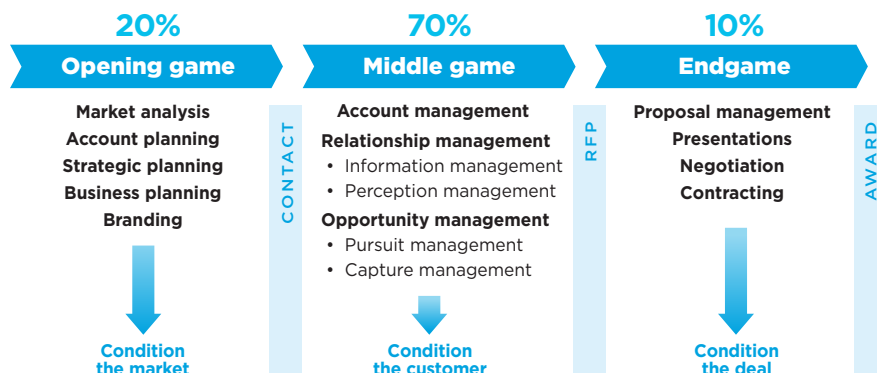
- ▶ Assess their current competitive position from the client’s viewpoint.
- ▶ Develop strategy to improve their position and build preference with client-focused actions and engagements.
- ▶ Communicate compelling value propositions that align with the client’s goals, key issues, and needs.
- ▶ Develop focused, strategic objectives and activities for building preference and pre-positioning to win.

Strategic Capture Planning is designed to bring your capture teams together for a focused, collaborative, and productive work session that prepares them for their next middle game client engagement that positions you to win major opportunities.

## At a glance:

Korn Ferry views business development as a chess game, that consists of three phases: opening game, middle game, and endgame. In business, as in chess, if you wait till endgame to try and win, chances are you’ll lose. Strategic Capture Planning addresses how your sellers can improve their middle game activities and position them to win.

## Business development model.



## Performance objectives.

- ▶ Understand your current position on specific opportunity pursuits and what it takes to improve your position by building preference early.
- ▶ Develop a win strategy and create positive differentiation in the client's mind before the RFP.
- ▶ Understand how to effectively build trust-based relationships and gain insight into the client's goals, key issues, needs, and hot buttons.
- ▶ Structure and communicate your value proposition in a client-focused way that behaviorally differentiates you from the competition, builds preference early, and positions you to win.

## GIFBP matrix.

The GIFBP matrix will help your capture team uncover your client's goals and key issues and translate that into benefits that your organization has to offer.

## Topics.

- ▶ Exploring differentiation.
- ▶ Developing a win strategy.
- ▶ Conducting a win strategy review.
- ▶ Creating win themes with the GIFBP matrix.
- ▶ Drafting the executive summary.
- ▶ Planning calls/meetings.
- ▶ Building trust.
- ▶ Establishing client's needs and qualifying opportunities.
- ▶ Conducting value-based client meetings.
- ▶ Effectively communicating your value proposition and building preference.

