Capture management services

Follow the SP Way and take our capture training courses to win complex bids

Winning large, complex bids can seem a formidable task. Success requires meticulous planning, the right resources, a skilled team, and a well-defined strategy – all working in harmony. Unforeseen challenges are inevitable, but by strategically managing relationships, insights, and resource, they'll be overcome. This is why success in large, complex bids hinges on excellent capture management.

This is where the SP Way comes in. Our proven tool (which can be tailored to suit your opportunity) will help you navigate the competitive landscape, allocate resources, understand clients' requirements, and maintain focus through protracted sales cycles. We have also designed a series of training courses for a range of capture needs to empower your teams to secure complex, high-value contracts with confidence.

Our comprehensive suite of services...

Expert capture management

Capture management process implementation: we provide benchmarking and consultancy services to help you pinpoint any gaps in your process and then support you to implement any changes.

Benefits: empowering your organisation to win large, complex bids.

Capture management support: providing expert support at intervals or throughout the pre-bid phase. This includes workshops to help you shape your initial strategy, kickstart active qualification, identify stakeholders, develop client contact plans, initiate solutioning and price to win, through to pre-proposal planning.

Benefits: success always needs a plan. Bringing in expert support pre-bid will help you hit the ground running on day one of the bid phase with a clear strategy, setting you on the right path.

Capture training courses

Training services: we've designed training courses for a range of capture needs.

1. **Capturing the deal** - one-day session that equips your team with the tools to identify strategies to understand and influence the client.
2. **Capture tactics** - half-day session where we share proven tactics that will help you achieve your desired outcomes.
3. **Renewal proposals** - a one-day course exploring a best practice, proactive approach to retaining business.
4. **Capture planning masterclass** - a two-day face-to-face or online course helping your teams put capture theory to the test using a realistic and relevant scenario.

Benefits: maximise your teams' win probability by using proven tactics and best practices.

APMP Capture Practitioner training: delivered in four virtual sessions or two-day course formats, this course is designed to share the APMP's capture best practices with attendees and prepare them to take the associated exam. Public or in-house versions are available.

Benefits: getting industry-recognised qualification for your personnel to equip them with best practices and boost their confidence.

Our capture management services:

- Help you navigate the competitive landscape
- Help you allocate resources effectively
- Ensure you maintain momentum through long sales cycles

- Equip you to understand and anticipate clients' needs
- Equip your team with up-to-date capture knowledge
- Position you to win large, complex bids

We've worked with sales teams in professional services, technology and financial services organisations and delivered successful, proactive interventions during long-term campaigns

Our successes include:

Construction/engineering
We're delivering a capture excellence programme of training and coaching events to a global engineering customer.

Aerospace
We've trained over 150 bid, campaign and subject matter experts on capture within one leading European aerospace and defence organisation.

Transport
We've created an end-to-end and company-wide capture and bid scalable process and tools for a major european transport company.

IT
We helped a major IT organisation to secure a double-digit £m renewal into a high street bank whilst bypassing the procurement process.

Don't wait for the RFP!
Improve your chances of winning for all your opportunities

"I've worked with SP on several major deals now. They bring a fresh and creative approach to how we present our solutions that has helped secure several opportunities. This included retaining one of our biggest accounts in the UK – where we worked collaboratively, taking advantage of the full range of SP to create compelling collateral that we used to secure the business."

Sales lead, major IT services company

"I have witnessed a transformational change in our approach based upon the Strategic Proposals engagement and we have won significant business due to their support."

Global Head of Learning and Development
Language service provider

Strategic Proposals

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