

Building Confidence for Capture Success

3:30 - 4:00 p.m.

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Cultivating Key Influencers

- Be authentic
- Identify shared values
- Share some vulnerability.
 - Be helpful.
 - Expand their network.
 - Share something personal
- Create opportunities for in-person connection.



Disrupt the process.

Influence the development of the proposal.

Have criteria in there that you know you can meet.

Call.

Meet in person.

Start out with a question

- What is your biggest challenge?
 - How did we get here?
- What is your background?
- What does success look like?
 - And then...
 - Be that solution.



Get to the point – quickly.

- Establish need
- Acknowledge competition
 - Showcase your team
- Promote your similar work
 - Agreed? Move on.
- Establish the timeline



Acknowledge competition

- Don't say "we don't have any real competitors."
- Know what makes you different – and spend time/energy there



Preparation

- Know your pitch
- Know the audience
- Anticipate questions
 - Arrive with questions of your own
- Review prior difficult questions from other presentations
 - Show that you are better than the competition





Tell a Story.

- Create connection
 - Be resonant.
 - Be memorable.
- Make it feel real.
- Make it simple.



Showmanship

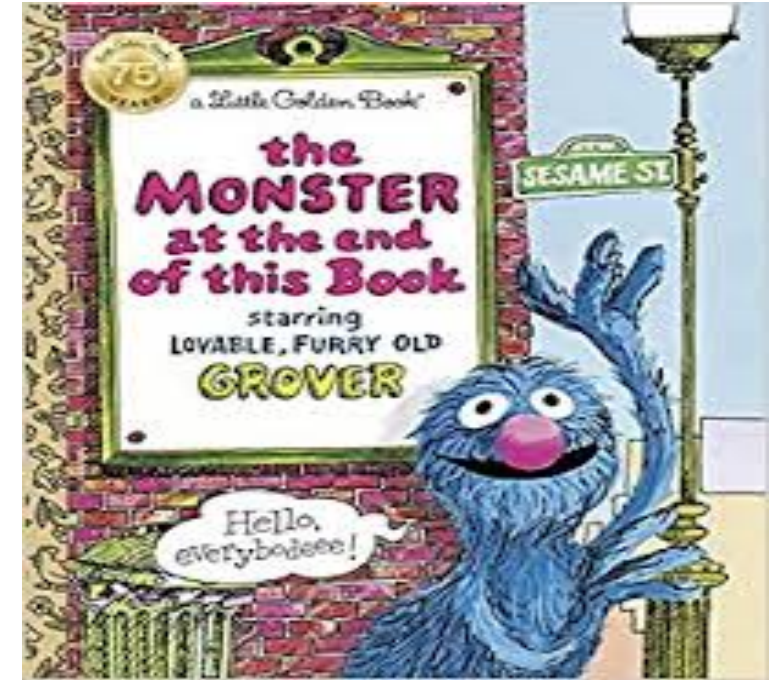
- Clean, crisp visuals
 - Strong graphics
- Can you make it interactive?
- Ensure your story can be told without you to share it.
 - Arrive ready to negotiate.

Confidence



You need to exude the same leadership, skills and professionalism you will when you win the business

In closing...



Train your teams to make connections

Debrief after all presentations

Track relationships in a shared system

Preparation, focus and systems help manage anxiety and the unexpected.

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