# 2019 User Conference INFORM. EDUCATE. INSPIRE

Getting to the Win: From Capture Strategy to Persuasive Proposal

Jacqueline Gombach Founder and CEO Captuva

#### Capturing is hard work



### And then, the proposal drops!



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### Get to the Win: Proven Strategies





#### Tell a story



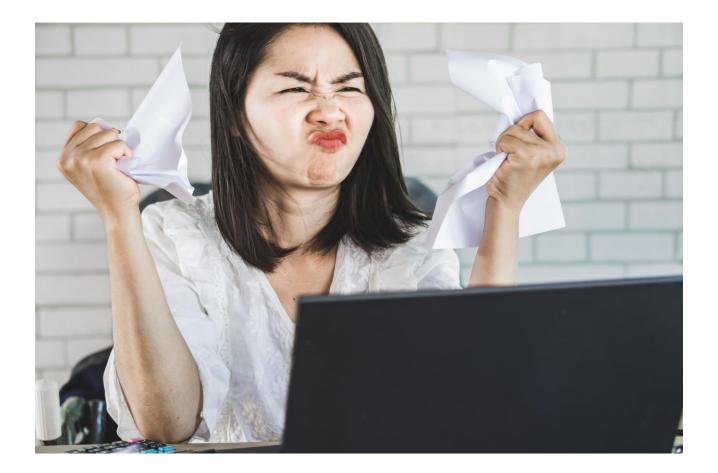


# Quick, to the proposal repository!



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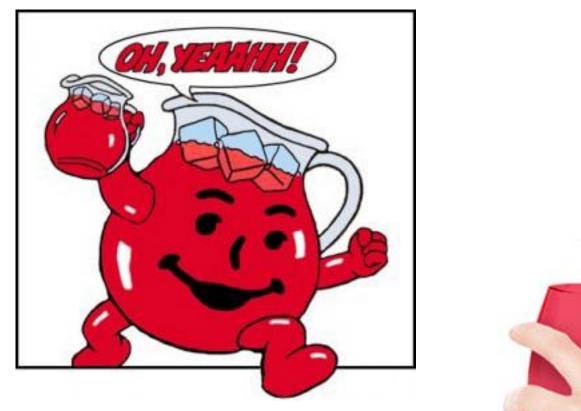
#### Cut and paste is not sufficient



#### The lead character



# Stop drinking your own Kool-Aid





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# True differentiation



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## Follow the yellow brick road



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### Score the points



### Don't let your win themes get stuck



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## Weave your win themes



# Getting to the WIN!

- Tell a story of the future with your client as the lead character
- Stop drinking your own Kool-Aid and articulate your true differentiation
- Follow the yellow brick road to score the evaluator's points
- Weave win themes throughout the response







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