



## 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!



# Get to the Win: Proven Strategies



# Tell a story



# Quick, to the proposal repository!



# Cut and paste is not sufficient



# The lead character





# Stop drinking your own Kool-Aid



# True differentiation



# Follow the yellow brick road



# Score the points



# Don't let your win themes get stuck



# 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



*Thank you!*



Jacquie Gombach

Founder & CEO

Captuva, LLC

843-338-1613

[jacquie@captuva.com](mailto:jacquie@captuva.com)

[www.captuva.com](http://www.captuva.com)

