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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



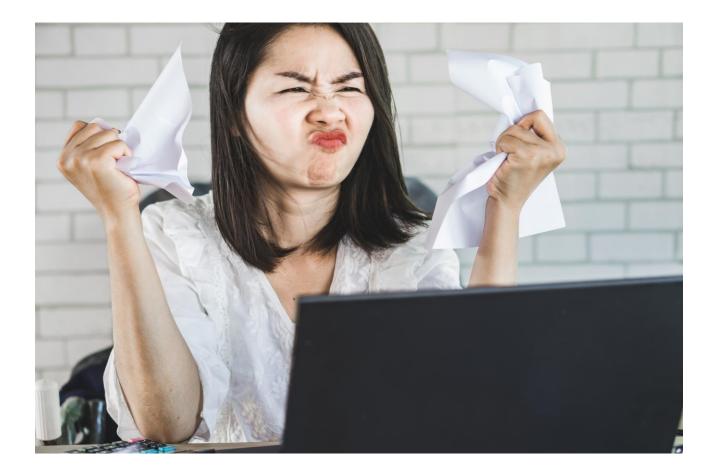


Quick, to the proposal repository!



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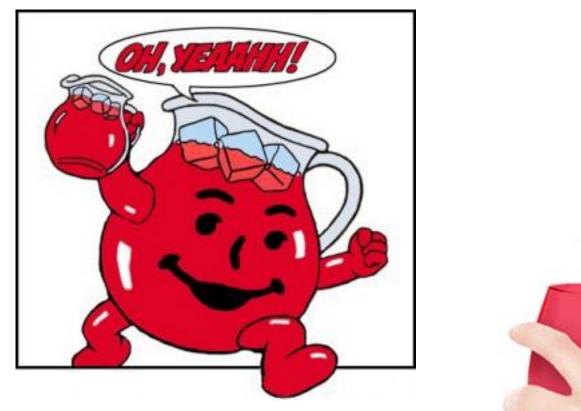
Cut and paste is not sufficient



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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