



 Baachu

APMP  
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Linking Opportunity Plans  
to Proposal Content

## Opportunity/Capture Plans

- Organizations can spend significant time and effort developing opportunity/capture plans for strategic pursuits.



## Opportunity/Capture Plans

- An organized approach can help teams get the most out of the opportunity/capture plan and make sure winning strategies and compelling arguments are transferred into the bid.



## Start With a Plan

- The opportunity/capture plan is developed during the opportunity/capture planning phase, typically before an RFP is released.



## Start With a Plan

- It should evolve over the course of the opportunity/capture development phase, continually identifying and tracking actions and strategies that need to be carried out to provide the best chance of a successful bid.



## Link With Proposal Management Plans

- More than half of an opportunity/capture plan should become a proposal management plan.



## Link With Proposal Management Plans

- Transform opportunity/capture plan elements into simple, easy-to-digest conclusions. Then turn these conclusions into proposal headings, complete sections, or section introductions.



## Use of Tools and Templates

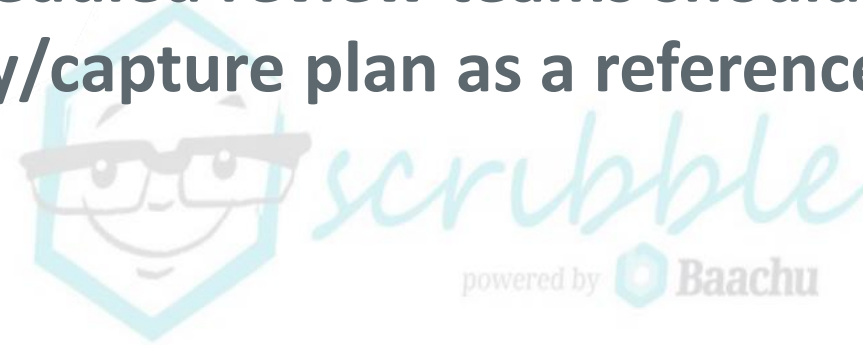
- Using consistent tools and templates throughout opportunity/capture plan development and the bid process is helpful in providing a consistent approach.





## Review and Maintenance

- Self-checks by the proposal writing team against the opportunity/capture plan should be conducted at each content development stage.
- Also all scheduled review teams should use the opportunity/capture plan as a reference.



## Review and Maintenance

- Content plan review and final document review teams should also be familiar with the win strategy in the opportunity/capture plan and review the proposal content against the win strategy.



## Summary Sheet of Key Information

- A key information summary sheet keeps complex bid on track by matching information from the opportunity/capture plan to the subsequent proposal management plan.



## Summary Sheet of Key Information

- It can help overcome virtual team issues, aid in focus and help team members to spot connections more readily.



**In a nutshell**

To best apply opportunity/capture plans to proposal content, develop key intelligence and analysis using consistent and reusable tools, templates and formats, such as a key information summary sheet



**Appoint a key proposal team member to take responsibility for updating the opportunity/capture plan and ensuring that its contents are applied to the proposal**



Ensure that functional reviews support the higher-level aim of expressing key ideas, rather than focusing on detail







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