



 Baachu

APMP
PRACTITIONER

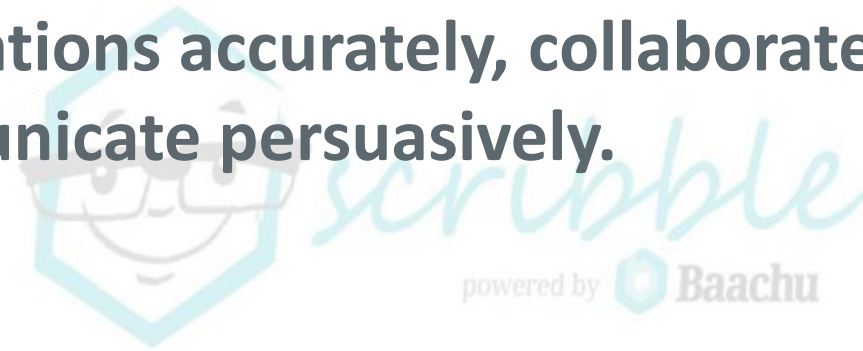
CERTIFICATION



Opportunity/Capture
Management Skills

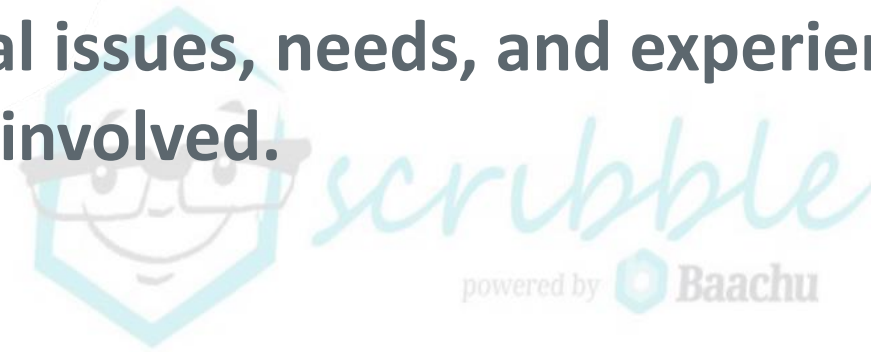
Opportunity/Capture Management Skills

- The skills and tactics deployed during opportunity/capture management require an aligned team of individuals with the interface skills to listen actively, establish rapport, build trust, assess situations accurately, collaborate effectively, and communicate persuasively.



Understand Customers

- How private and public sector customers buy is affected internally by their vision, objectives, and immediate needs; externally by the economy, technology, laws, regulations, and customers and by the personal issues, needs, and experiences of the individuals involved.



Understand Customers

- Learning to interface with customers by understanding how they make decisions, will help in advancing the relationship and the sale.



Help Customers

- The objective is to help the customer discover, analyze, and quantify, if possible, the potential benefits they're seeking to achieve for their organization. Discover the benefits that the customer wants to achieve before you discuss the benefits that your solution might bring.



Stakeholder Matrix

- Build a stakeholder matrix so you can monitor the depth and breadth of the contact the opportunity/capture team has with customer stakeholders, decision makers, and users.



Establish a Business Case for Your Solution

- Talk about more than just the features of your product or service when meeting with a customer.



Establish a Business Case for Your Solution

- A logical business case might range from a series of statements that describe the benefits and features of your solution to a fully developed value proposition based on collaboratively developed quantitative analysis



Test Your Solution

- Test potential solutions or variants to get feedback about what you'll finally propose.



Trial Close

- A trial close both tests your solution and prompts customers to develop the solution collaboratively. You determine if you're in sync with the customer's expectations.



Anticipate and Handle Objections

- Handling objections is a process: Listen, Acknowledge, and Empathize. Ask questions in your conversations with customers to demonstrate that you are interested, want to understand, and are fully engaged



In a nutshell

Recognize how customers buy, then exploit varied sales opportunities. Help customers discover potential benefits.

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**Ask questions frequently in opportunity/capture.
Never assume, but ask and actively listen during
every customer interaction.**

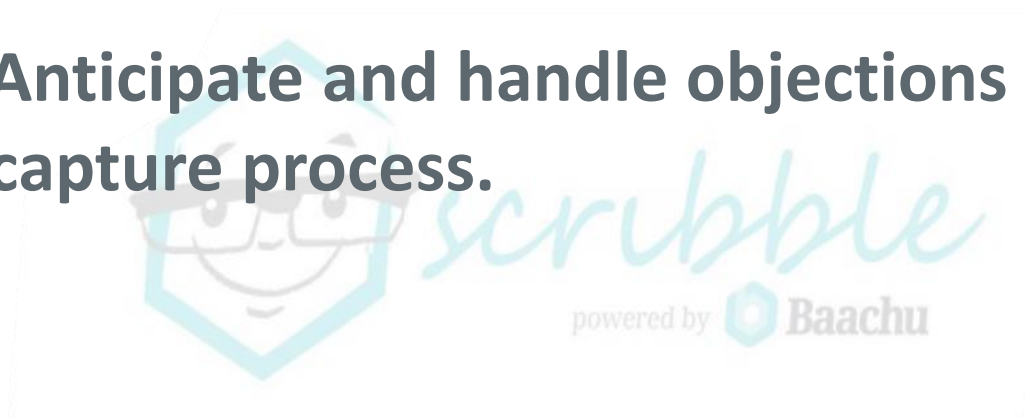
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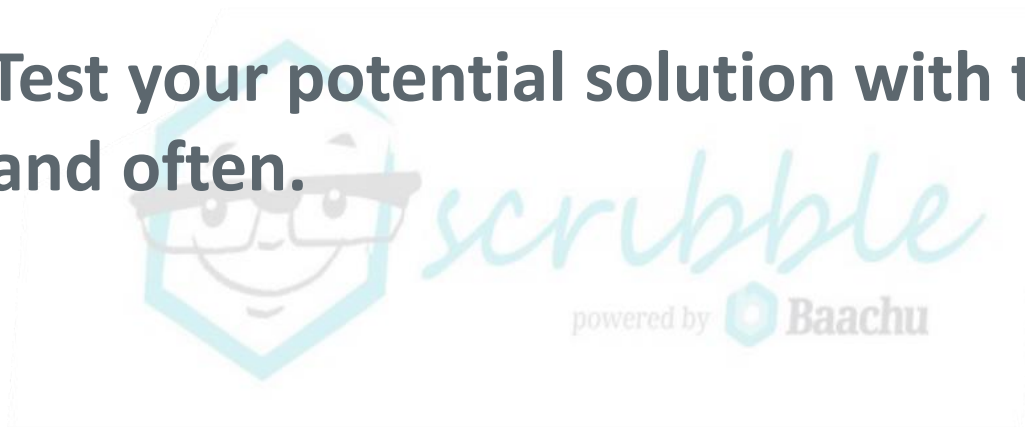
Interact effectively with groups and facilitate your meetings.



Anticipate and handle objections throughout the capture process.



Test your potential solution with the customer early and often.



Develop a logical business case for buying.



Seek agreement rather than to close the sale.





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