

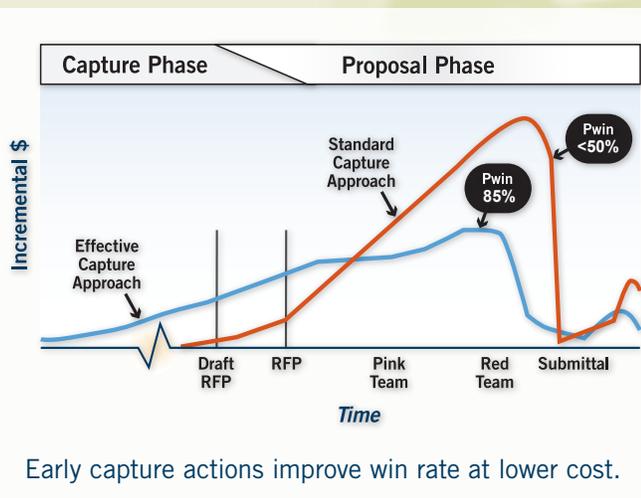
# Checkmate™ Capture Solution

## FOR NEW BUSINESS PURSUITS

### ON YOUR LAST “MUST WIN,” DID YOU WONDER . . .

- What does this customer *really* want?
- Does our offering deliver what the customer values better than the competition?
- Can we manage this work?
- What’s our real Pwin (Probability of Win)?
- How can we develop a low-price solution?
- What pricing strategies can we use to lower our evaluated price?
- What disruptive approaches are our competitors using to win?
- How can we improve on our past performance?
- When should we start?
- Do we have a compelling win strategy?

You only have **one chance** to effectively develop a compelling and award-winning proposal. This begins well before the RFP by gathering data and identifying specific actions to understand the real needs of your customer and the capabilities of your competition.



### CHECKMATE™ CAPTURE BENEFITS:

- Objective, data-driven assessments
- Flexible, orderly process
- Efficient use of resources
- Experienced coaches
- Talent to fill gaps
- Value-added products
- Independent research and analysis
- Proven processes that work
- Winning more new business

SM&A has extensive experience providing Capture Managers who can effectively lead your team to a winning strategy and lower your overall capture costs. The SM&A Checkmate™ Capture Solution brings costs and schedule rigor to the capture phase. We provide experienced, professional capture managers that know what it takes to win. Our data-driven assessment builds the foundation for an orderly, flexible process that spotlights technical, management and price readiness to win.

Our capture approach includes:

- Initial Assessment of Opportunity and Capture
- Customer Insight and Shaping
- Competitive Analysis
- External, Internal, Black Hat Reviews
- Price to Win Analysis
- Offering, Baseline and Win Strategy Development
- Past Performance Vetting
- Capture and Contact Planning
- Proposal Planning

Our Checkmate™ capture process can be accelerated, banked or paused to meet schedule changes without loss of investment. We’ve built in flexibility to respond to changing customer schedules, requirements and plans.



# Why Partner With SM&A?

## Checkmate™ Capture Solution offers...

### Early Initial Assessment

A winning SM&A Capture Coach teams with you for an objective, initial assessment of readiness to compete and win. Gaps and strengths are evaluated against customer's needs and values and required actions are defined. In just days, this data-driven process provides you with information to establish Pwin and make **early** decisions to best deploy resources.

### Proven Capture Process

Formulated from industry best practices, and over a decade of process development and testing, Checkmate™ delivers winning solutions. This process is based on objective analysis of data we help you develop. SM&A is the nation's most experienced proposal winner. Our capture coaches have seen your challenges before and know what it takes to win.

### Increased Pwin

Starting early and preparing diligently seldom fails. In DoD studies, successful bidders typically invest 57% of their money before the final RFP release, making an effective capture process essential. Rigorous analysis and data-driven decisions in the capture phase improve Pwin for all opportunities, not just "Must-Wins."

### Our Associates' key experience includes:

- Envious win record
- Capture Management Leadership experience
- Expert facilitator skills
- Win Strategy Development
- Success leading "Must-Win" Teams

SM&A is an industry leader in providing the strategic insight and business intelligence to position you to PURSUE the right business opportunities; over 30 years of proven success in capture and proposal management to help you WIN new business; and fully integrated program services that enable you to PERFORM successfully from opportunity identification through execution.



#### Corporate Headquarters

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## Situations where SM&A can help...

### "We can't afford capture coaching"

Spending pre-B&P funds on a proven capture process improves both ROI and Pwin. Investing even 1% of discretionary funds on an effective capture process improves Pwin significantly, and reduces costly mistakes in proposal development.

### "We're not sure yet. We're waiting on the RFP before we start."

Time alone never increases readiness. If this opportunity is on your mind, it's time to take action to improve your readiness to win. If you must win, do all you can to prepare—starting now.

### "We already have people who can do this."

Seldom is capture management a qualified person's only job. Our experienced, winning capture coaching keeps the focus on effective capture actions without breaking the bank. Our experienced Associates can provide missing capabilities, data, and assist in closing actions necessary in developing a winning proposal.

### "We know what to do."

Is your capture team complete with the experts you need? Are they objective? Does your capture process provide independent advice and assessment? Have you won with this customer?



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