GETTINGFED™ WITH GO-TO-GUY

LIVE

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GettingFED™

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GETTINGFED™ WITH GO-TO-GUY

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ETHICAL STALKING
FOR GOVERNMENT CONTRACTORS®

Before Bidding.
After Business Development.
How to Win.
No Mixing.



ETHICAL STALKING
FOR GOVERNMENT CONTRACTORS®

LIVE

Before Bidding. After Business Development. How to Win. No Mixing.

Business development produces a Go/No-Go decision and a pursuit worth committing to. What happens next is a different discipline entirely — and confusing the two is one of the most expensive mistakes in federal contracting.

Capture management is the focused, disciplined pursuit of a single opportunity. Where business development manages a portfolio of leads against a governing standard, capture management puts everything — relationships, resources, strategy, and organizational credibility — behind one pursuit. The question is no longer whether to pursue. It is what it will take to win — and whether the organization has what it takes to deliver that answer.

It is also the most demanding job in the pursuit lifecycle. Capture management requires cross-functional command — pricing, contracts, project management, business development, proposal development, and HR — all in service of one outcome. And it requires something most practitioners underestimate: an internal sell as demanding as the external one. The customer is not always the hardest person to convince.

Where business development produces portfolio-level market intelligence, capture management creates pursuit-specific insight — who the competition is, how they are positioned, what the customer values, and where your offering must be sharpened to win. That intelligence shapes the win strategy. The win strategy shapes the proposal because what capture produces determines how ready the proposal team is when the clock starts.

The current administration is accelerating a divide that already existed. Companies that react to solicitations carry a long, expensive proposal cycle and shrinking runway to compete. Companies that engage early — with business development and capture discipline already in place — arrive on-scene sooner, sharper, and more informed.

Capture management is where the optimism conveyed by business development is reined in, along with your costs of acquiring business.

Prepare to question every pursuit you are currently optimistic about.

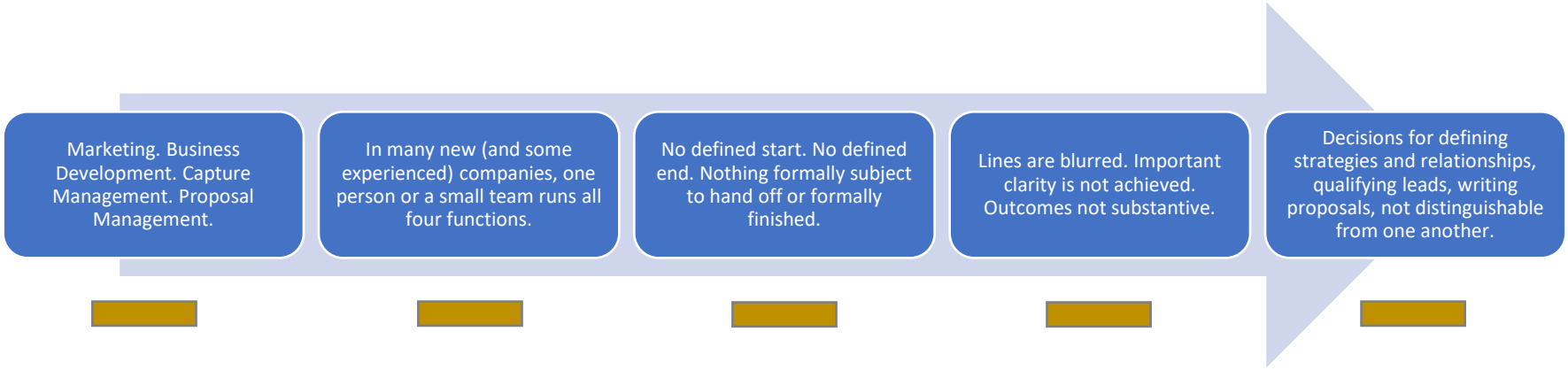
Before Bidding. After Business Development. How to Win. No Mixing.

Participants will leave understanding:

- What capture management is, where it sits in the pursuit lifecycle after the Go/No-Go decision, and why it is a fundamentally different discipline from everything that came before it
- Why focusing everything on one pursuit — rather than managing a portfolio — changes what the organization must commit and what the work demands
- That selling the pursuit inside the organization is as demanding as selling to the customer — and why most organizations underestimate that until it costs them
- What cross-functional command capture management requires and why it is widely considered the most difficult job in the pursuit lifecycle
- How the intelligence capture management creates differs from what business development produces — and why that distinction determines the quality of the win strategy
- Why capture management is where pursuit optimism meets reality — and what it costs to move forward without that reckoning

THE CONDITION

Four Functions. Without Boundaries Winning Suffers.



When everything is considered capture, true capture doesn't happen.

A working definition of capture management as a distinct discipline

THE CONDITION

WITHOUT BOUNDARIES



No defined start. No defined end.
No formal hand off or finish.

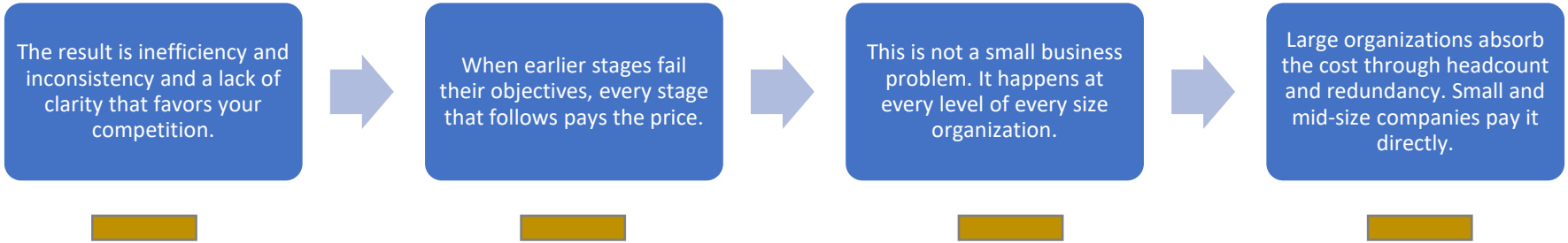
WITH BOUNDARIES



Each function has a defined start, outcome, and transition.

THE CONDITION

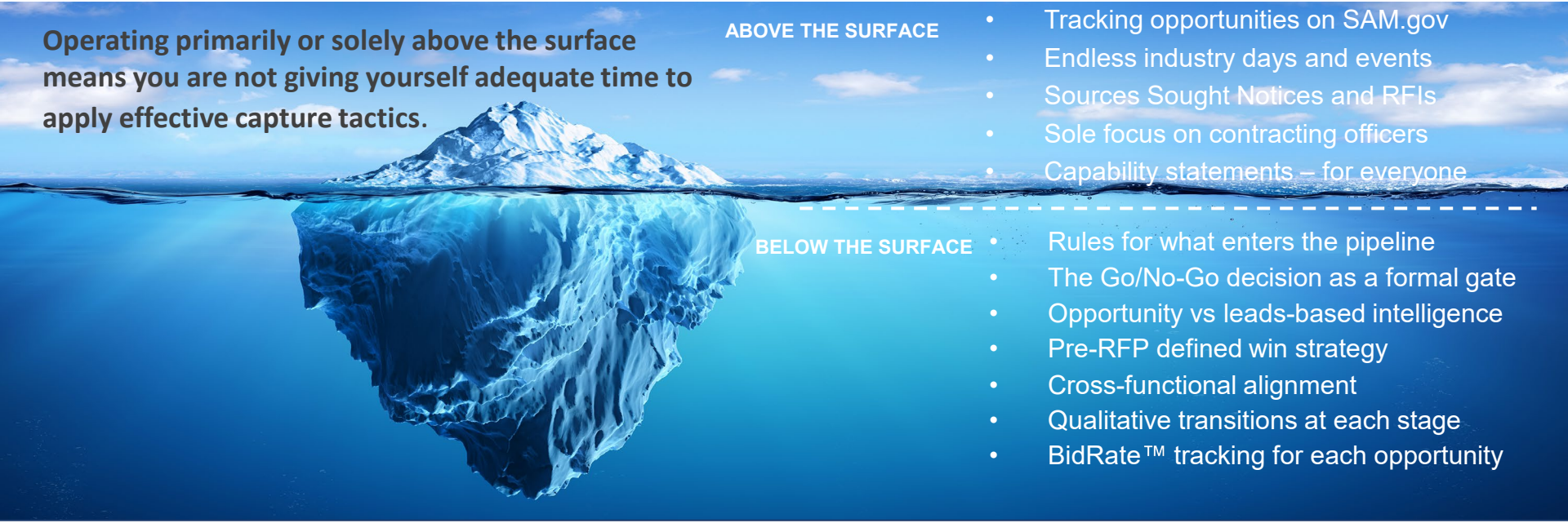
The Cost Does Not Disappear. It Lands Here.



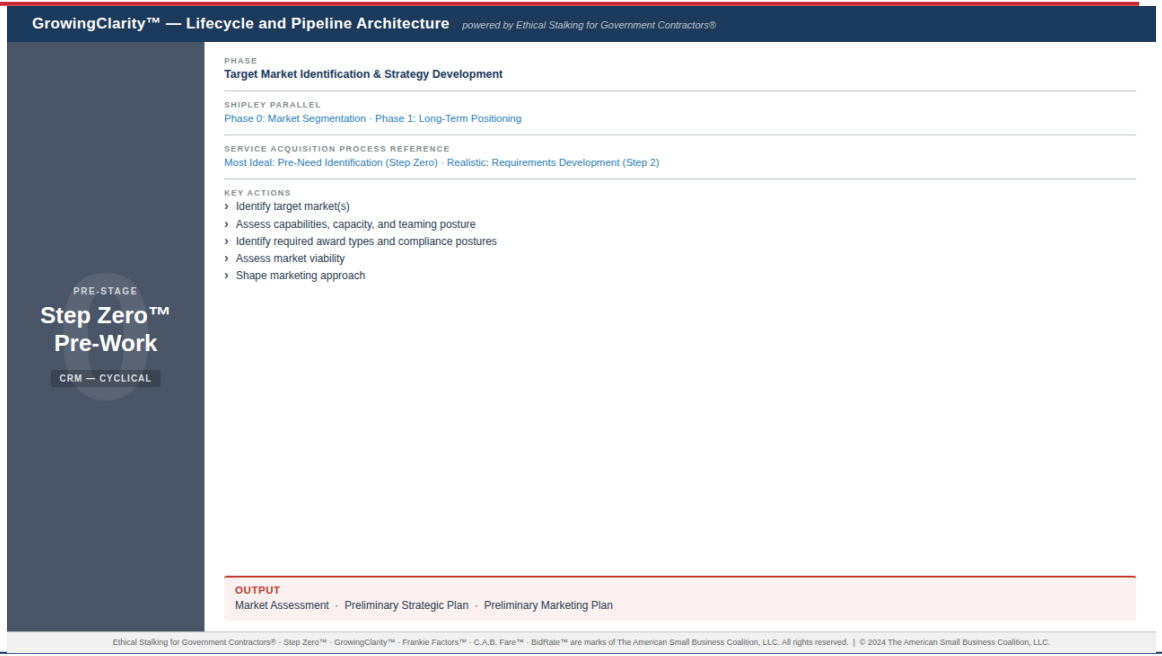
Capture management is the discipline for determining whether leads qualified during Business Development meet the burden for continued investment as active pursuits.

ICEBERG BLINDNESS™

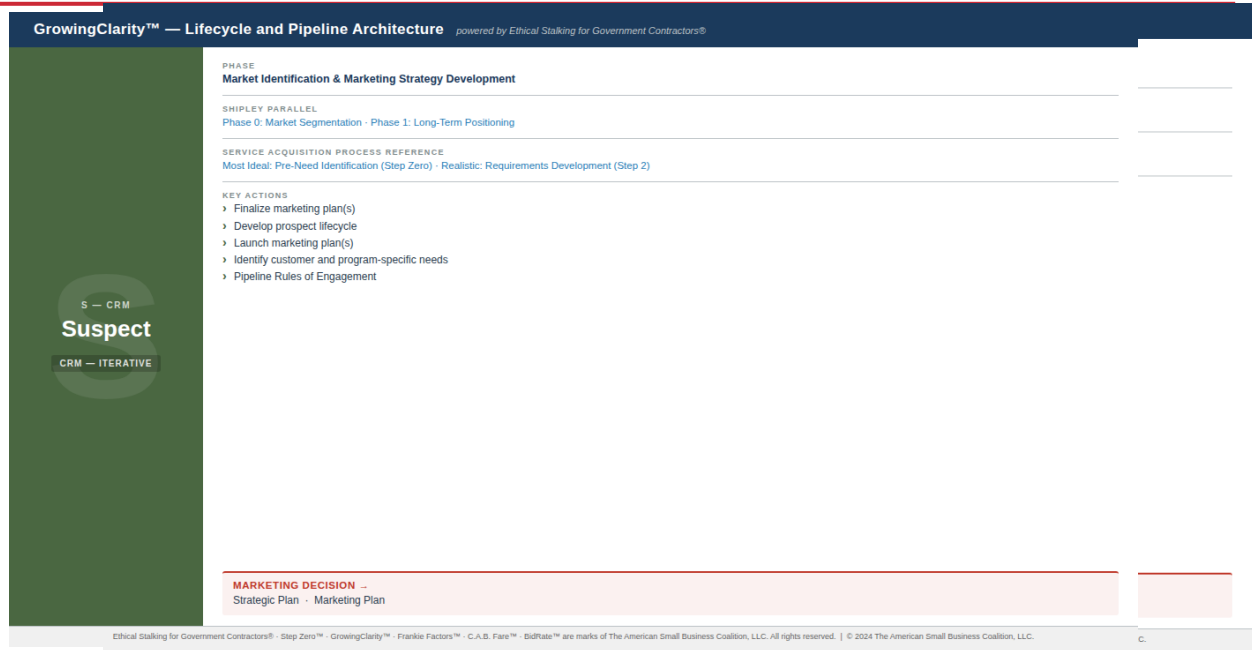
You Need What You Can See and What You Cannot.



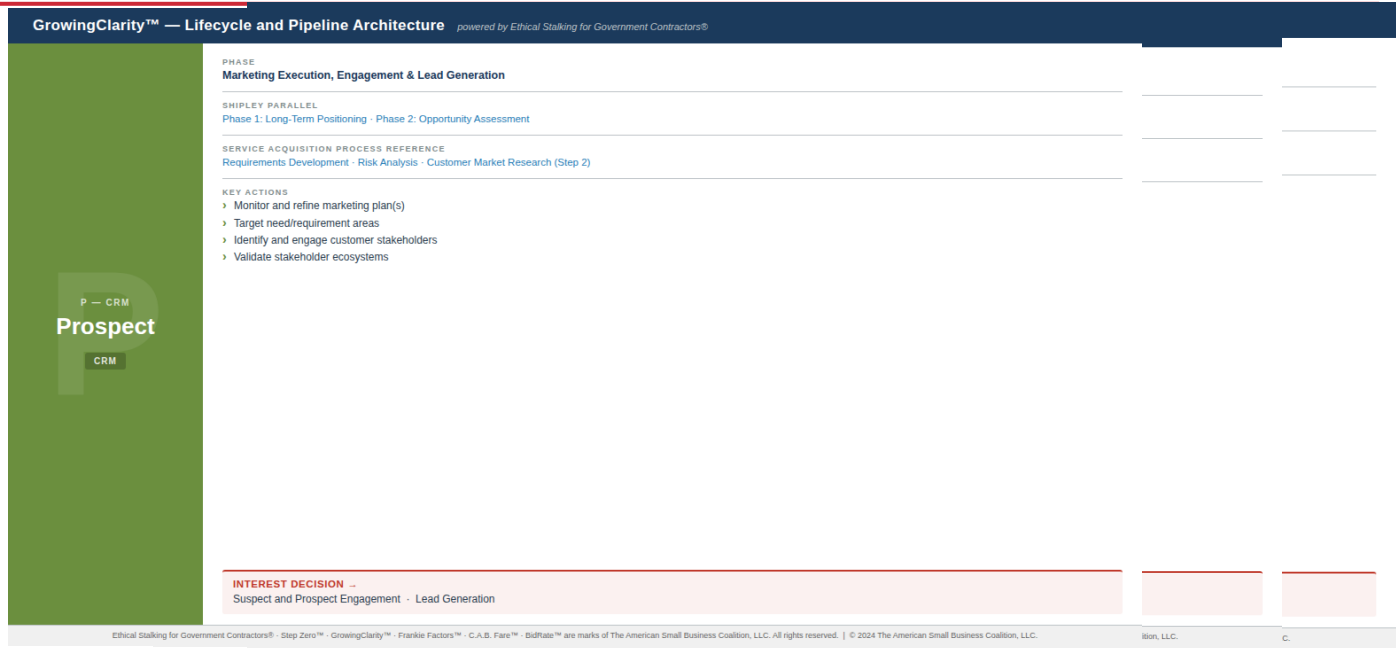
The Roadmap to the Win.



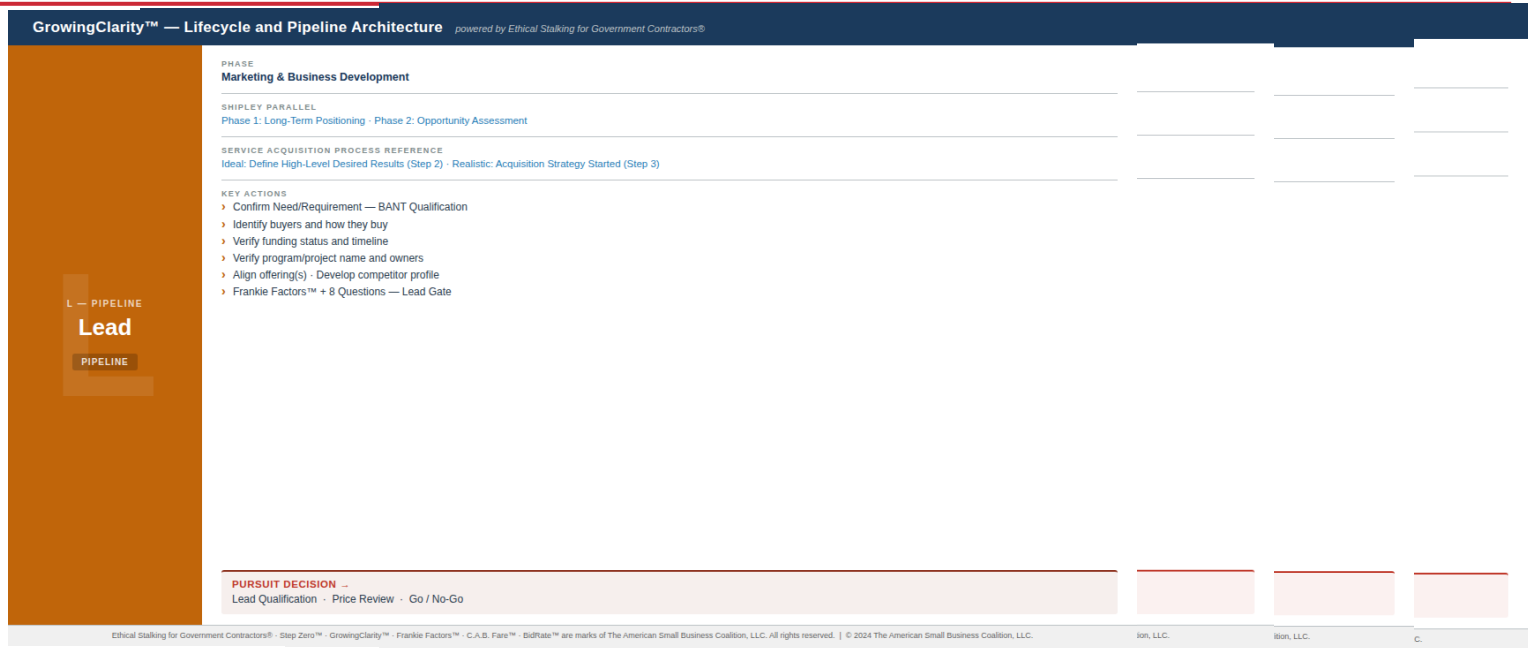
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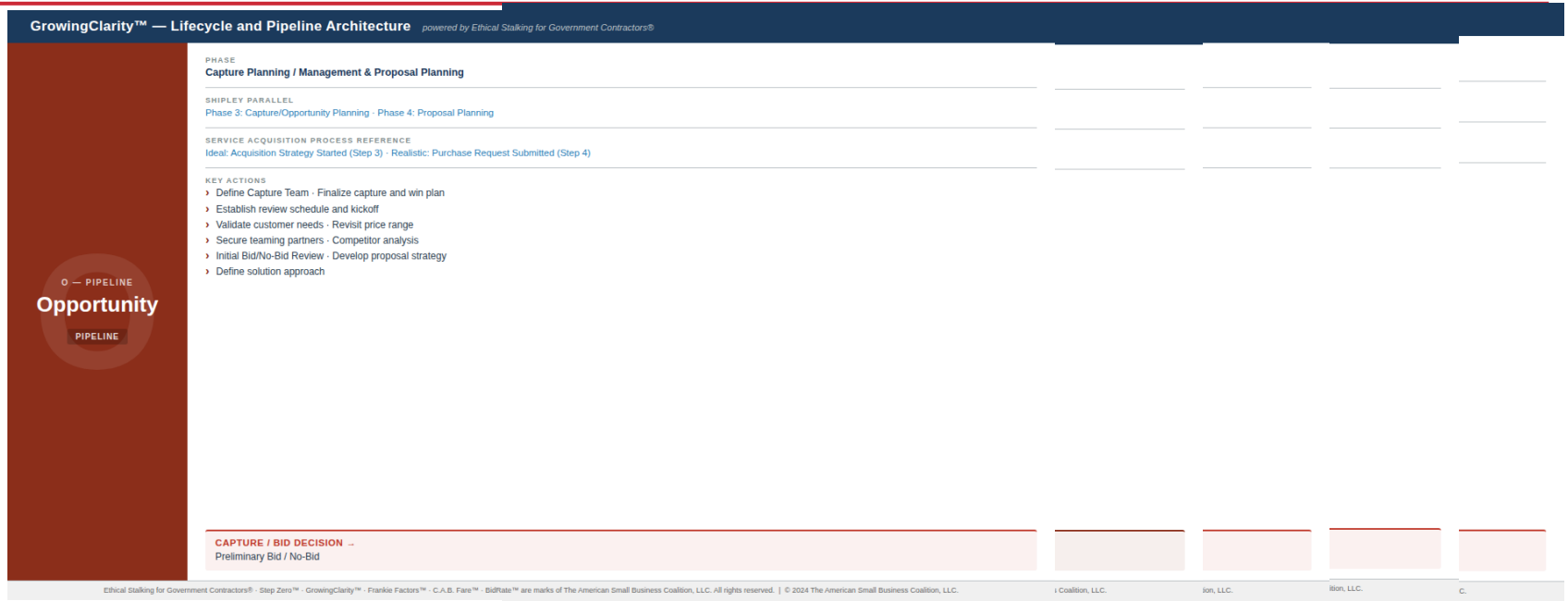
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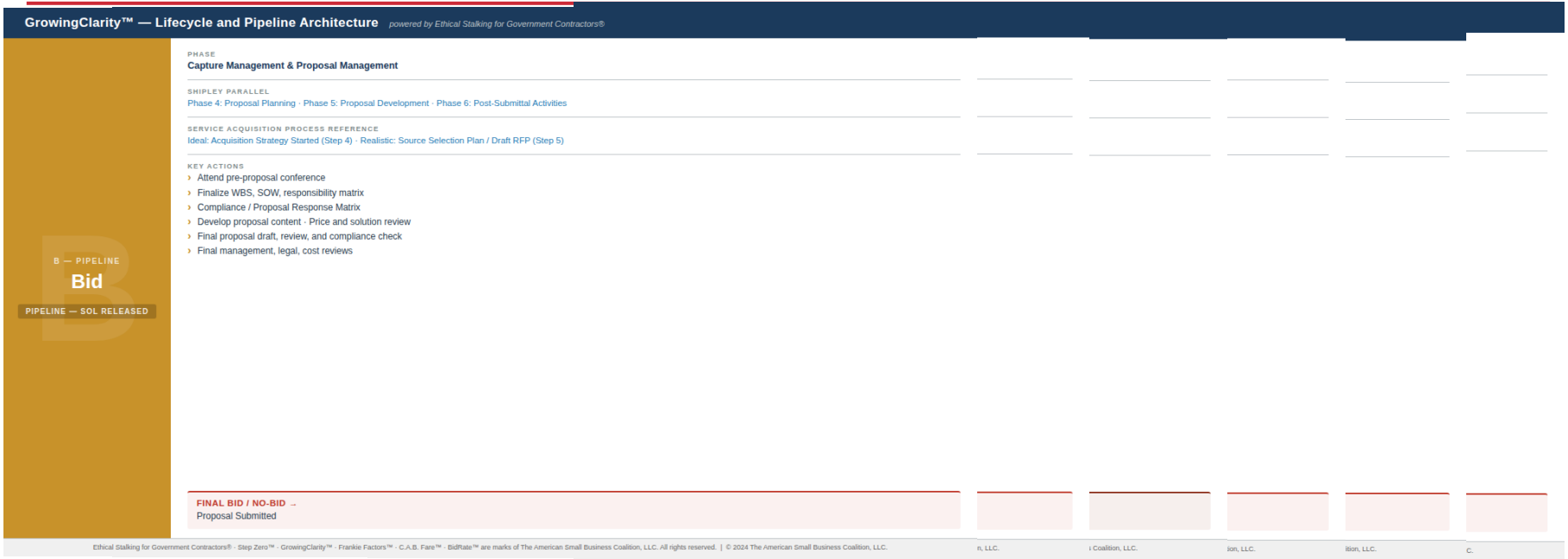
The Roadmap to the Win.



The Roadmap to the Win.



The Roadmap to the Win.



The Terminology Changes. The Discipline Does Not.

- Shipley uses gate structure. Miller Heiman's Large Account Management Process (LAMP) is built on the same logic.
- Every recognized framework in government contracting -- and in complex sales beyond it -- requires defined outcomes at each phase, with entry requirements for the next.
- What most companies are missing is not familiarity with a framework. It is the recognition that a governing standard is required at all.

The Go/No-Go decision is the gate between leads that were qualified during BD and the investment required for effective Capture. It is not a gut check.



It is a gate. Not a gut check.

Go/No-Go as the formal boundary between BD and CM

WHAT CAPTURE REQUIRES

From the Many. To the One. To the Win.

BUSINESS DEVELOPMENT

- Manages leads weighed against organizationally defined portfolio, goals and objectives.
- Prevailing question is which opportunities are qualified for pursuit and accompanying investment
- Risks, costs, and resources amortized across all leads being worked.
- Intelligence needs focused on qualifications

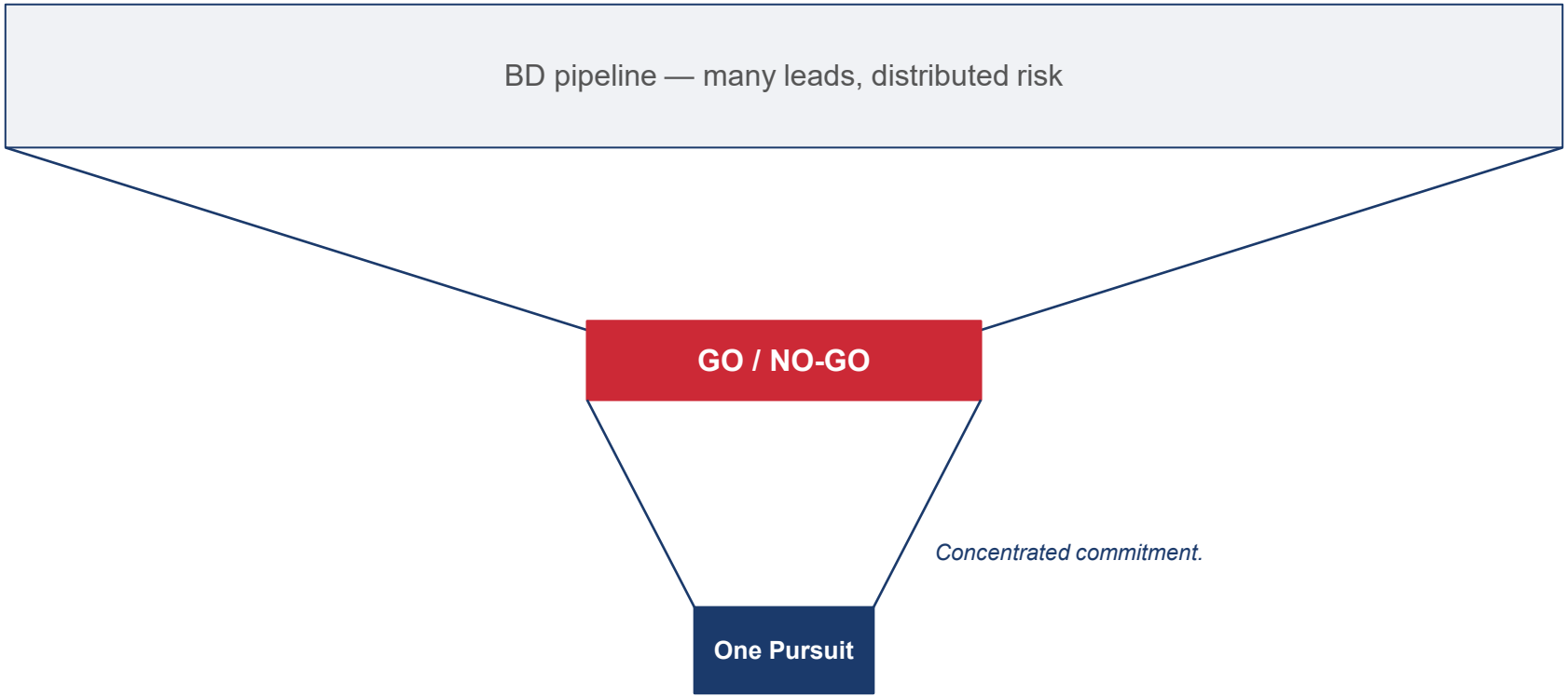
CAPTURE MANAGEMENT

- Commits everything behind one pursuit -- resources, relationships, strategy, and organizational credibility.
- **The question is no longer if to pursue. It is now about how to win.**
- Pricing, teaming, proposal investment, and leadership attention all shift to this pursuit and others at this stage.
- Risks and costs are greater and concentrated to fewer resources.

BD executes to qualify leads. Capture executes to win opportunities.

Portfolio-to-pursuit shift and organizational commitment

WHAT CAPTURE REQUIRES



From the many. To the one. To the win.

WHAT CAPTURE REQUIRES

BD Intelligence Is Not Capture Intelligence.

BD INTELLIGENCE

- Market-level. Portfolio-applicable.
- Which agencies buy what you sell.
- Budget patterns and procurement history.
- Where opportunities are forming.

CAPTURE INTELLIGENCE

- **Pursuit-specific. For this opportunity, this customer, this moment.**
- What the customer actually values beyond the solicitation.
- How the competition is positioned.
- Where your offering must be sharpened to win.

BD tells you where to play. Capture tells you what it will take to win where you have committed to play.

Pursuit-specific vs. portfolio-level market intelligence

WHAT CAPTURE REQUIRES

For the Win: One Builds to It. One Writes for It.

WIN STRATEGY

Pre-RFP: Establish how the company will demonstrate its specific and unique solution to fulfilling customer requirements.

- Opportunity insights and intelligence
- Pricing intelligence and strategy
- Competitive analysis
- Teaming strategy
- Solution strategy

PROPOSAL STRATEGY

Determine how a timely, compliant, compelling response demonstrating low-risk and high-value to buyer and evaluators will be constructed.

- Pre-RFP building using draft or prior solicitations
- Developing compliance matrix
- Translating capture strategy
- Shredding RFP (Offeror instructions, Evaluation Criteria)
- Mapping PWS/SOW
- Planning writing assignments and deadlines
- Planning for reviews and pressure-tests

Win strategy vs. proposal strategy

WHAT CAPTURE REQUIRES

Command Without Authority. That Is the Job.



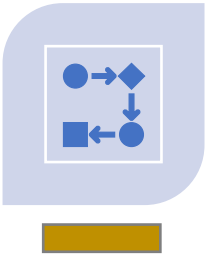
Marketing. Pricing. HR. Contracts. Project Management. Business Development. Proposal Development.



None of them report to the capture manager by title.



All of them must move in the same direction, behind the same win strategy.

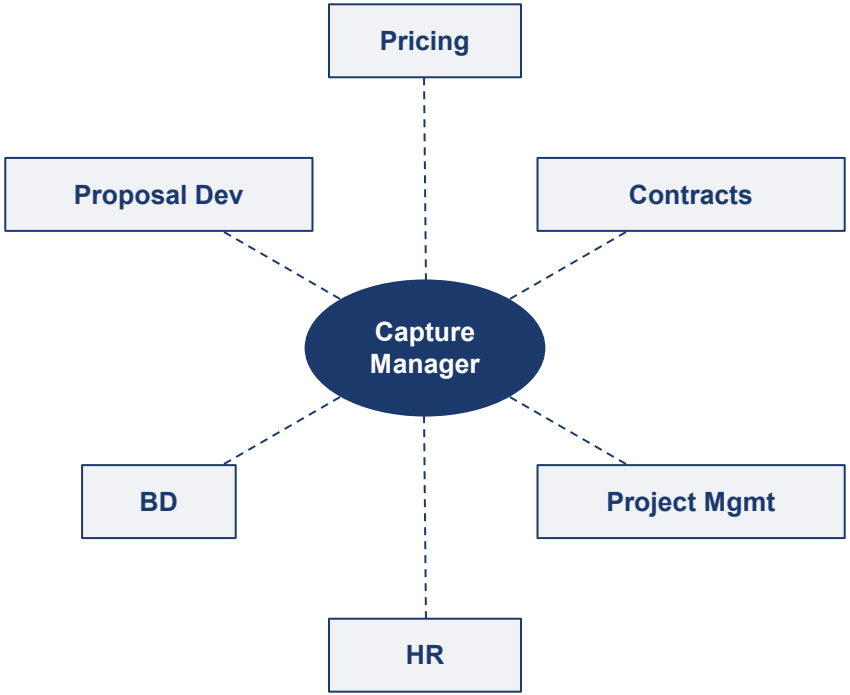


Getting them there is the most demanding coordination requirement in the pursuit lifecycle.

Cross-functional command is not a title. It is a function. Most organizations have one without the other.

Cross-functional command in capture management

WHAT CAPTURE REQUIRES



Dotted line = influence, not reporting authority.

WHAT CAPTURE REQUIRES

The Hardest Sell Happens Before Award.

IN A LARGER ORGANIZATION

- Growth teams must sell their leaders to keep leads alive and, in the pipeline,
- **Interest/No-Interest** and **Go/No-Go** gates are where BD defends current and future activities
- Limits pursuing opportunities on consensus -- or the loudest voice.

IN A FOUNDER-LED COMPANY

- The internal sell often happens inside the mind of the founder or as decision by committee for small teams
- Without hard criteria for gates, optimism wins. The pursuit advances because they believe they can win it.
- Belief is not intelligence. Optimism is not qualitative.

The criteria exist to remove optimism from the equation -- not judgment, optimism.
A founder with hard Interest/No-Interest and Go/No-Go criteria is not less decisive. Their decisions are more defensible.

Criteria established before the pursuit begins, applied without exception when the gate arrives.

The internal sell: organizational and founder-specific

THE CLOSE

The Point of Influence Is Over Here.

The room where needs are born is not the room from which solicitations are posted.

Program managers. Mission owners. End users. Requisitioners. Not contracting officers.

The contractors in those rooms are not there because of NAICS codes, GSA Schedule, or certifications.

They are there because they invested the time to understand what mattered and showed up with something relevant.

The question is not whether that room exists. The question is whether you will see it and be ready for it knowing the changing environment will not allow time for you to get there.

THE CLOSE

Needs born in this room	Needs procured in this room
Program managers	Contracting officers
Mission owners	SAM.gov
End users	Agency forecasts
Requisitioners	
← **Point of influence** (below the surface)	*Where most contractors arrive* *(above the surface)*

The room on the left is where capture management positions you to look, and to be.

THE CLOSE

The Market is Changing. The Rules Are Changing With It.

SBA size standards may be changing. Current small businesses doing < $47M will be competing against "small again" companies doing $400-500M.

FAR Part 13 SAP decimated: Mechanisms built under FASA 1994 to increase opportunities for American small business concerns, removed. $20B+ gone.

November 2025: Secretary of Defense embedded operators in decisions under Warfighter Acquisition Systems (WAS).

Defense acquisition now explicitly rewards mission understanding over process compliance.
Nobody Cares What You Do.

The government is changing who qualifies and what qualifies for a win

Current environment as accelerant

THE CLOSE

The Meter Has Been Running Since You Committed.

C.A.B. FARE™ -- THE COST OF ACQUIRING BUSINESS

- The meter runs from the moment a lead shows up on your radar -- not just when the RFP arrives.
- Marketing. Business Development. Capture Management. Proposal Management. Pricing Analysis. Teaming Activities.
- Every minute spent on prospects, leads, opportunities, and bids incurs costs. Even if the result is not a bid submission or a win.
- Companies reacting to RFIs and solicitations are spending C.A.B. Fare™ and moving less informed and getting nowhere, fast.



The gap between companies that win and those that don't is not effort. It is structure.

The cost of optimism: C.A.B. Fare™

THE CLOSE

What Leaves This Room.

RESET

Review what's in your pipeline against your current gate structure. What belongs -- and what is working? What is not? What is in there because someone is optimistic? This is your evidence for what comes next.

REORIENT

Your gate criteria and win strategy should reflect what it takes to win — not what you are comfortable pursuing. Use BidRate™ to see what pipeline trends are telling you: what is working in your favor and what is working against you.

DOWN-CLIMB

Apply the gate criteria to every pursuit in your pipeline now. Any that cannot survive returns to the last gate it cleared. Requalify with the same standard or cut it. Down-climbing is not failure. It is the discipline working.

RE-ENGAGE

For every pursuit at Opportunity: what is the solution, teaming, pricing, staffing, and risk mitigation approach for winning it? No answer means you are not ready to pursue it. Not yet.

THE CLOSE

What Leaves This Room.

RESET

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DOWN-CLIMB

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RETHINK

Response windows between solicitation and submission are shrinking.
Industry complaints about unworkable timelines are at an all-time high.

The cause is not the window.

It is what much of industry considers to be the starting point — most often the solicitation release is treated as the beginning.

For the government, acquisition starts at the point of need.

Prepare to question every pursuit you are currently optimistic about.

QUESTIONS?



"The gap between what is assumed and what is known is the place where bad decisions live."

Go-To-Guy Timberlake

Chief Executive Visionary and Co-Founder

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