

Project Name:			
RFQ Number:		Primary Client:	
Project Number:		Owner:	
Opportunity Number:		Capture Manager:	
Contract Type:		Win Percentage:	
Value/# of Awards:		Prime, Sub, or JV:	
Site Visit:			
Pre-Submittal Conference:			

Background Information	
Scope:	
Current Relationship:	
History with Client:	
Knowledge of Decision Makers:	
Competition (firms they select often):	
Risks (Technical, Business, Management):	
Strategic/Fit Business Plan:	
Other:	

Client Information		
Who We Know:	Title:	Hot Buttons, Differentiators, Issues, etc.:

3. CAPTURE PLAN STRATEGY WORKSHEET

Opportunity Development & Capture Planning Process

ATG Vs. Competition

Name:	Strengths:	Weaknesses:	Why Would They Win:
Alliance Transportation, Inc.	<ul style="list-style-type: none">LocalCost & Schedule	<ul style="list-style-type: none">Small, niche firm	<ul style="list-style-type: none">We are the best!
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">

Teaming Information

Name:	Strengths:	Weaknesses:	Why Would They Help Us Win:
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">

Key Win Messages

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-
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Slogan/Theme

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3. CAPTURE PLAN STRATEGY WORKSHEET

Opportunity Development & Capture Planning Process

2.

3.

Relevant Project Experience

Project Name, Location, Year:	Client:	Relevance:

Key Personnel

Position:	Name:	Relevance (Past Project Link, Qualifications, Interviews Well):
Project Manager:	1. 2. 3.	
Project Principal:	1. 2. 3.	
QA/QC:	1. 2. 3.	
Support Staff:	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	

3. CAPTURE PLAN STRATEGY WORKSHEET

Opportunity Development & Capture Planning Process

Pricing Considerations	
Up Front Marketing Costs:	
Proposal Costs:	
Fee:	