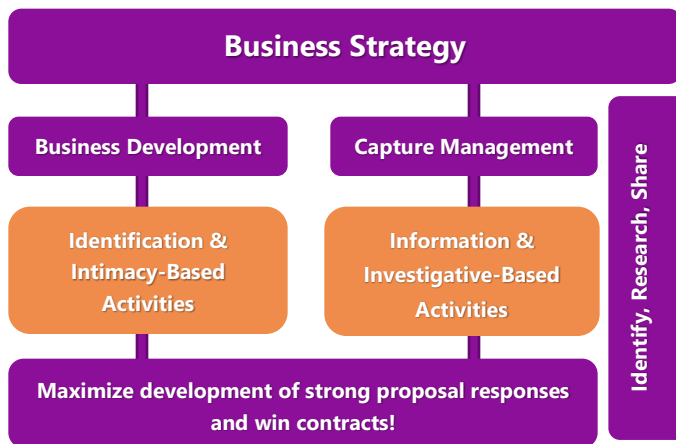


## 1 PROSPECT & PIPELINE

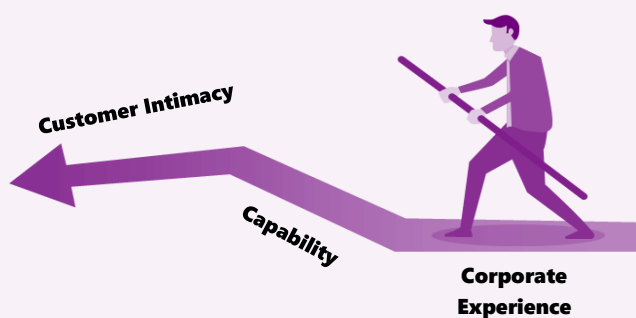
Find potential opportunities which align to your core capabilities. Build a pipeline of short, mid, and long-term opportunities for pursuit consideration. Balance the chase versus hunt dynamic when it comes to identifying opportunities. Consider the BD and Capture I Model in your business strategy as you implement the **I**dentify, **R**esearch, and **S**hare (IRS) approach to prospecting and pipeline building.



## 2 PARTNER

Partner only when necessary. When forming partnerships, consider the 3Cs to justify partnering - **C**ustomer Intimacy, **C**apability, and **C**orporate Experience.

### BALANCING ACT



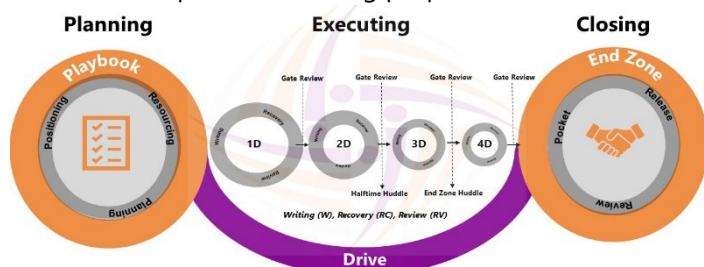
Balance your partnering purposes. Should you partner for customer intimacy – is there an established relationship? Should you partner to gain corporate experience to strengthen past performance? Should you partner to augment or address gaps in capability? Lastly, should you partner to address a combination of the 3Cs?

## 3 PURSUE & POSITION

When pursuing an opportunity, perform the necessary research and intelligence gathering to better position the organization to win. Determine if the opportunity is actually “winnable” or if it is best to strategically use critical resources elsewhere. Consider if your pursue & position approach will be based on the aspects of quantity or quality. Quantity is more aligned with “pursue” while quality is more attuned to “position.” Implement the approach and aspect that works best with your business strategy.

## 4 PROPOSE

Initiate the proposal development process – propose your solution to address the requirements. The **Agile-based Methodology for Proposal Development (AMPD!®)** was specifically developed with small businesses in mind for managing proposal development efforts of all sizes. Use of AMPD! provides a streamlined approach to transforming RFPs into compliant and strong proposals.



## 5 PERFORM

After working hard to win the work, performance is key. Develop technical, management, and operations processes based on key quality frameworks such as the Capability Maturity Model Integration (CMMI) and ISO 9001. Develop, document, and optimize the processes to minimize risks and operational disruptions. To achieve improved service delivery and customer satisfaction, consider our Triple “A” Approach to performance management.

Assess

Advise

Advance

Contact CMC to determine the best combination of services to successfully implement the 5Ps in your organization.

Contact us at: [info@capstonemc-llc.com](mailto:info@capstonemc-llc.com)

Let's Get AMPD!!