

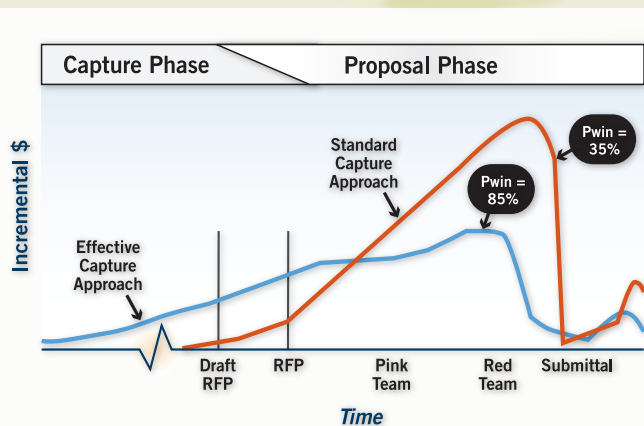
Checkmate™ Capture Solution

FOR NEW BUSINESS PURSUITS

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

- What does this customer *really* want?
- Does our offering meet the customer’s needs?
- Can we manage this work?
- What’s our real Pwin (Probability of Win)?
- Can we price this job to win AND make money?
- How can we improve our past performance?
- When should we start?
- Could we spend all our money and still lose?
- What can our competitor do to beat us?

You only have **one chance** to use time and resources effectively to meet RFP requirements. Actions must be data-driven and completed before you can write a winning proposal. What you need is customer insight, a capable team led by a winning Capture Manager, and an objective technical and management assessment of readiness. *How can this be done with the cost & schedule constraints, and uncertainty of today’s environment and RFPs?*



Early capture actions improve win rate at lower cost.

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
- Winning more new business

The SM&A Checkmate™ Capture Solution brings cost 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 these actions to improve Pwin:

- Initial Assessment of opportunity and capture
- Customer Insight
- Competitive Analysis
- Black Hat Reviews
- Price to Win Analysis
- Offering & Baseline Development
- Past Performance Vetting
- Capture and Contact Planning
- External & Internal Reviews
- Win Strategy Synthesis
- 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.

SM&A
Pursue. Win. Perform.™

WWW.SMAWINS.COM

Win more new business with Checkmate™ Capture Solution.

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 required actions are defined. In just days, this data-driven process provides you with information to establish Pwin and make **early** decisions on scarce resources.

Proven Capture Process

Checkmate™ was formulated from industry best practices, and six years of process development and testing. 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:

- Strong win record
- Capture Management experience
- Expert facilitator skills
- 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; 26 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.



What losing companies say...

"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.

"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 and data.

"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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