20-Step New-Business Capture Process

1. Recognize buyers who have needs by using market research, your current customers, referrals, scouts or coaches
2. Identify the buyers (user, technical/system and economic/strategic) and the coach for this opportunity
3. Form an internal capture team
4. Obtain information on the opportunity
   - Details of the buyer's needs
5. Obtain information on the buyer's interests (professional, technical and personal)
6. Obtain information on the money available and revenues expected in first two years and when the first monies will be available
7. Identify the main competitors
8. Assess the competition's strengths and weaknesses
9. Determine amount of internal investment required to make the sale
10. Determine the internal ROI
    - Assess profitability
11. Develop our response to the buyer's needs
12. Develop killer arguments
13. Develop key and ghosting discriminators
14. Analyze the return-on-investment for the buyer
15. Determine the appropriate team e.g., if we do not have the killer argument by ourselves
16. Match the salesperson(s) to each buyer
17. Develop the preselling contact plan
18. Brainstorm potential questions, objections, and our responses
19. Develop appropriate closing approaches
20. Prepare a short, focused presentation to use, if necessary, and/or to leave with the user buyer

1101 Pennsylvania Avenue NW Suite 600 Washington DC 20004
Phone (202) 742-6639 Fax (202) 742-6643
www.asherstrategies.com