



Account and Capture Management Capability Services

A major prime contractor was concerned that win rates in competitive bid situations were falling and this was threatening the achievement of financial targets. Harmonic supported lessons learnt workshops and identified that account and capture management had not positioned the company to win. It was agreed the organisation needed to embed best practice approaches and take a more targeted approach to ensuring organisational capabilities were addressed.

'Through a tailored programme of capture improvement activities, Harmonic helped us to move from mere compliance to realising the benefits of sound capture planning'.

Harmonic provided a service targeted to meet the client's needs and priorities and support the improvement of performance through:

- Capability assessment - understanding the current capabilities and areas for improvement
- Capability development - improving the internal capabilities
- Capability provision - supplementing the capability with high quality support
- Capability re-assessment - measuring the improvement achieved and identifying ongoing needs

The service was based around a lead consultant providing a continuous presence managing and delivering day-to-day activity, supported by core Harmonic resources who ensured that improvements were being delivered and providing regular support.

This team demonstrated to the client the benefits of adopting new practices and most effective way to apply them creating advocates within the organisation to spread the approach beyond the direct influence of the training. Throughout Harmonic ensured the practices were appropriate for all markets where competitive bidding is managed through formal procurement process.

The Result

- A better understanding of the client's customer, organisation and key decision makers
- Improved customer contact at all levels
- More focused and effective account and capture strategies
- Targeted influencing of the customer to slant the requirements to the client's solutions
- Better bid/no bid decisions
- More efficient use of account management, sales and capture resources
- Improved understanding on entry into the bid after receipt of the ITT