

# What I do is all about you. It's about developing your organization's ability to win *consistently.*

I help companies use their own staff to win more business.

Your staff have valuable customer awareness and subject matter expertise. I help them perfect their message, make the most of their time, and overcome the problems and challenges they face along the way. With them doing most of the work, you not only save, you develop your own organization.

I show people how to make good proposals great. While I do both, I tend to do more coaching than instructor-led training. While together we do what it takes to win, your staff will be improving their skills for the next pursuit.



*Carl Dickson, Founder of  
CapturePlanning.com and  
PropLIBRARY*

Areas where we can work together:	Things I love doing:	About CapturePlanning.com and PropLIBRARY
<ul style="list-style-type: none"><li>• Strategic planning</li><li>• Pipeline assessment</li><li>• Pursuit positioning strategies</li><li>• Capture planning</li><li>• Proposal development</li></ul>	<ul style="list-style-type: none"><li>• Real world, practical, process implementation that produces an information advantage and ensures that participants have what they need to win at every step</li><li>• Helping teams discover their message and how to <i>articulate</i> it</li><li>• Proposal writing that reflects the customer's perspective, explains why your offering matters, and shows what the customer will get out of it, so it's clear <i>why</i> your proposal is their best alternative</li><li>• Proposal reviews that show the path to success instead of simply finding fault</li><li>• Showing people how to measure things in ways they don't know are possible and how to win through metrics</li><li>• Training, coaching, and providing that little bit of help that makes all the difference</li></ul>	<p>CapturePlanning.com publishes information that helps people improve their business development and proposal efforts. It's a huge site, with tons of content and a large audience. The articles and books that Carl has published through CapturePlanning.com have been read by upwards of 6 million people. <b>He reaches an audience of over a hundred thousand professionals every week.</b></p> <p>PropLIBRARY is the high-end professional tool developed by CapturePlanning.com to help people win business by delivering immediate inspiration, expert guidance, and productivity. Carl is the driving force behind the design and content development for PropLIBRARY.</p>

Together we can figure out whether training, coaching, hands-on help, or something else will serve you best. I usually set projects up with an hourly rate and a not-to-exceed budget over time.

I show up onsite when needed, but a few hours here or there delivered remotely may be all it takes.

I also have a small staff that you can outsource writing and production to and give your staff some relief.

My recommendations come extremely well vetted. Millions of people have read what I've published. I can show you several hundred positive comments just from what I've posted on LinkedIn. Feel free to connect to me on LinkedIn and join 26,000 others in the CapturePlanning.com group there.