



CaptureExec Software and Government Contractor Consultants – Executive Management Software to Automate the Capture Management Process and Support for Federal Government Contractors



Skip Blackburn
Founder & CEO

BIT Solutions, LLC
www.bitsolutionsllc.com

Contact:
Skip Blackburn
410-925-0424
skip@bitsolutionsllc.com

Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: Mr. Blackburn, what is BIT Solutions, LLC?

Mr. Blackburn: We are a software company with extensive experience managing complex Captures and developing software to automate the entire Capture process. And, in addition, we offer consulting support for the government contractor space. Our customers are government contractors who do business with the government and our CaptureExec Software is an enterprise-wide solution to manage every aspect of their sales organizations needs to support selling to the government.

CEOCFO: What are some of the special needs of a government contractor that are addressed in your solution?

Mr. Blackburn: Our software is designed from the standpoint of the executive; owners of companies, division executives, department managers that run sales teams who sell to the government. We optimize, automate and organize a repeatable process for the individual contributors to manage every aspect of a capture process, from inception to win. Therefore, anything they have to do, the system guides them, tells them what questions to ask the Government and when to ask it in the cycle. It shows them during the process what information they need to gather. It helps them understand how to shape a deal in that capture process. From the executive standpoint, it helps the executives understand, at all times, what the health of their pipeline looks like and what they need to do to improve different aspects of their pipeline. We provide automated Gate reviews, integration with the Contracts department for NDA's, TA's and SubK's, automated SWOT chart development, inter-company task assignments, integration with the Finance/Budget department for Request and Approval of Pre-B&P and B&P budgets, IDIQ management, Win/Loss analysis, Proposal analysis (Prime vs Sub – submits vs wins). All these manual processes have been automated and integrated to solve the real business needs of the Sales Enterprise.

CEOCFO: Would you give us a couple of examples of what you might guide a salesperson to ask or to address at a certain point in time that might not come naturally for them? How do you know what they should be asking?

Mr. Blackburn: That is a great question! I have been doing complex capture management in the industry for the last twenty-five years. Therefore, I have become somewhat of an expert in how to negotiate with the government, what questions should be asked, how to ask the question, who to be talking to at what point in time. There are many, many expert capture managers in the marketplace and they understand, through years of practice, what to ask and how to ask to get the right answers from the government and from the industry.

In the early stages of a Capture, you want to be qualifying each opportunity, so you would ask the CO's, PM's and KO's questions like: