

Emerging IT Firm Wins Major International Contract

Challenge

A company specializing in personal identification solutions faced a tight deadline and a schedule with a “moving target” on a major international tender. The customer, the Indian Government, was seeking a solution to help establish a personal identification number for each citizen in India – a major undertaking both technically and logistically. The client, with a week’s notice, needed a team of proposal experts on-location in India with another team located in the United States. The two teams would need to collaborate to be responsive and compliant to this customer’s requirements.

Solution

Shipleys Associates, in partnership with Shipleys Limited in the U.K., provided a team of proposal specialists to manage and develop a proposal that met the requirements of the Indian Government. Using technology to bridge the distance barrier between India and the U.S., the Shipleys team was able to rally resources and develop and produce a winning proposal that was submitted on time. Our Proposal Manager used proven methods and tools to help the team succeed.

Results

The Shipleys client won! By meeting the tight, ever-changing deadlines and rigid requirements the client won this large, strategic contract. The Shipleys client and all teaming partners succeeded across the miles by applying proposal development best practices and tools.



For more information on how Shipleys Associates can partner with you to significantly increase your organization’s ability to win business, please call 888-772-9467 or visit www.shipleyswins.com.

With Shipleys Associates, clients have been able to reduce proposal development costs per page by 30 percent over a 3-year period.

Companies that want to:

- Win more business
- Win more of the right business
- Reduce proposal development costs

Choose Shipleys Associates proven business development and proposal development services.

Shipleys Wins

Shibley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shibley has supported large and small companies in securing billions of dollars of Government and commercial contracts.

Consulting

Providing proven personnel and best practices to help clients succeed.

- Winning strategic, competitive bids to Government or business customers
- Establishing long-term customer relationships through market positioning or capture planning
- Evaluating the necessary infrastructure and processes necessary to compete on complex bids
- Augmenting proposal teams to provide “just in time” resources needed to produce a competitive proposal
- Managing a complete turnkey proposal effort
- Supporting program management and execution

Training

Offering a blend of learning solutions that help clients build internal capability and competence.

- Writing Federal Proposals
- Managing Federal Proposals
- Capturing Federal Business
- Winning with Past Performance
- Winning through Task Orders
- Managing Winning Reviews
- Winning in the Cost Volume
- Foundations of Proposal Development (online)
- Understanding the Business Development Lifecycle
- Winning Sales Proposals (Business to Business)
- Winning Executive Summaries
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shibley University

Tools and Products

Publishing a number of award-winning books, tools, and templates that help clients win business.

- Shibley Proposal Guide
- Capture Planning Template
- Proposal Management Plan Template
- Proposal Development Worksheet
- 7-Phase Business Development Lifecycle – chart and description
- Executive Summary Planner
- Bidder Comparison Matrix
- Color Team Review Tools
- Compliance Matrix Template

Learn how Shibley can help you improve your business development effectiveness and success through a proven model of applying best practices. Call us or visit us at www.shibleywins.com.