

Small Business Successfully Enters Government Market

Challenge

A small business was seeking ways to grow by penetrating the Federal Government market space. With limited budget and resources, they were unclear of the path to gain entry into this strategic market. The company knew the difficulty in meeting Government requirements and building buyer/vendor relationships within the various Government agencies.

Solution

The company contacted Shipley to help determine how to proceed. Shipley facilitated a series of strategy sessions with the executive team to evaluate the cost versus risk/return on entering the Government market. Key competitors were evaluated and analyzed along with Government spending and budget allocation trends. Shipley helped the client identify the best contracting vehicles, teaming partners, and target agencies. Specific opportunities were also identified with qualification and review gates established to help make smart pursuit decisions.

Results

The company was successful in getting on several GSA schedules and won its first Government award within 6 months. A Government Services group is now fully functional, using many of the strategies acquired by teaming with Shipley Associates.

The application of the Shipley process has paid very high dividends in less than 6 months. Our win rate has more than doubled. And, the disciplined approach has allowed us to substantially increase our internal efficiency. This was the most productive investment of the year for our Sales & Marketing organization

--Vice President of Marketing/Sales



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

ShIPLEY | 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.