

Major Aerospace Manufacturer Reduces Proposal Development Cost by 30 Percent

Challenge

A major aerospace manufacturer desired to improve its business development efficiencies and reduce development costs. Its 3-year strategic plan for improved business development included:

- **First Year**--Initiate process support and target improved proposal production and implement cost avoidance through better bid screening and capture management
- **Second Year**--Leverage trained staff to improve proposal management
- **Third Year**--Leverage infrastructure and system improvements

Solution

The client selected Shibley Associates to implement the process and train all capture managers, business developers, proposal managers, and proposal development staff in the process. The objective in mind was to achieve the goals of the strategic plan, eliminate inconsistencies, and close the gap on practices that were non-productive.

Results

The client experienced many improvements. One of the most significant improvements was in proposal development efficiencies. The proposal development staff reported continuous improvement with regards to production and in cost savings per page over a 3-year period. The cost per page was reduced by over 30 percent using Shibley best practices and tools.



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

With Shibley Associates, the client was 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 development costs

Choose Shibley Associates proven business development and proposal development services.

Shibley | 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.