

Systems Engineering Firm Improves its Win Rate Through ShibleyAssociates

Challenge

A large systems engineering firm was concerned about its ability to win several contracts that were coming up for bid and renewal. The firm felt it had done an excellent job of serving clients in the past but also realized that competition for business had become more competitive--with many new players in the game.

Solution

Shibley Associates trained the capture and business development teams in using the Shibley proposal development process writing winning proposals and building a winning proposal strategy. Continued interim coaching and consulting helped the teams refine and solidify their new skills to win "re-compete" and new business.

Results

Shibley helped the client impact its win rate and percentage of total contract dollar value captured as shown below:

Measurement Metrics	Operating Unit #1 (With Shibley Process)	Operating Unit #2 (Without Shibley Process)
Win Rate (re-compete)	100%	65%
Contract \$ Value (all programs)	67%	50%

Clients who train their business capture teams in Shibley's proven proposal development training see vast improvements in their win rate.

In a side-by-side comparison of two operating units, (one using the Shibley process, the other not), the operating unit using the Shibley process increased its win rate by 35 percent on "re-compete business." It also increased the contract dollar value captured by 17 percent.



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.

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.