

Foundation for Proposal Development: Online Workshop

Whether you are looking to improve your proposal development skills or seeking Foundation-Level Accreditation with APMP, this online workshop teaches business development industry best practices by providing the following:

- Teach you key principles and skills necessary for effective proposal development
- Refresh your knowledge of proposal development best practices
- Prepare you for the APMP Foundation Level exam
- Help you identify gaps in your skills and competencies.

Workshop Description

As an APMP Approved Training Organization (ATO) in the US with an APMP Professional Level trainer, Shipley is eminently qualified to offer this online workshop. It is designed for proposal professionals seeking to win more proposals and coach you to pass the Foundation Level Accreditation exam offered by APMP.

Proposal development competencies and skills addressed include:

- Researching and managing market information
- Planning for effective proposal development
- Developing winning proposals
- Managing a proposal effort
- Understanding the sales process

You can build and refine skills in this workshop while testing your knowledge in key competency areas. The coaching sessions include sample questions and responses similar to those on the actual Foundation Level exam. In addition, sixty days of access to the online workshop and sample tests allows ample time for you to study and assess your progress.

Benefits of Accreditation

“APMP Proposal Professional” is a highly respected (valued, esteemed, coveted, highly regarded, venerated) designation exclusively assessed and awarded by APMP. It recognizes those professionals who demonstrate the specific skills and competencies necessary in proposal development.

Individual Benefits

Foundation Level accreditation benefits the individual by:

- Verifying skills and competencies against best practices
- Recognizing personal qualifications for advancement

Organizational Benefits

APMP accreditation benefits organizations by:

- Retaining and motivating staff
- Supporting competency-based recruitment and succession planning
- Identifying top performers

Information and Cost:

Online Course \$399

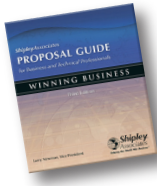
Click [here](#) to signup

Foundation Level Online Exam: \$450

Click [here](#) for more information



653 North Main Street
Farmington, UT 84025



Third Edition
Proposal Guide
Now Available

Service descriptions for all Shibley solutions are available on our website.

Business Development Consulting:

- Government Marketing Specialists
- Capture Managers and Strategists
- Proposal Managers
- Volume Managers
- Subject Matter Experts
- Proposal Coordinators
- Proposal and Technical Writers
- Graphics/Desktop Publishers
- Process Re-engineering Specialists
- Orals Development and Coaching
- Price to Win Specialists

Business Development Training:

- Onsite workshops
- Public workshops
- e-Learning



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Business Development Consulting

- Capture Management and Government Marketing
- Opportunity and Competitor Assessments
- Proposal Management and Development
- Just-In-Time Proposal Consulting
- Subject Matter Experts: IMP/IMS, Cost, Volume Leadership
- Win Strategy Development and Color Team Reviews
- Complete Proposal Outsourcing
- Oral Proposal Consulting

Business Development Training

Winning Federal Business Series

- Capturing Federal Business
- Managing Federal Proposals
- Writing Federal Proposals
- Winning Executive Summaries
- Winning with Past Performance
- Performance-Based Contracting
- Winning in the Cost Volume
- Winning Through Oral Proposals
- Managing Winning Reviews (Color Reviews)
- Price to Win!
- APMP Accreditation Coaching

Winning Business-to-Business Series

- Opportunity Planning for Strategic Wins
- Winning Sales Proposals
- Winning Executive Summaries
- Winning Sales Writing-Winning Sales Presentations
- Winning Sales Strategies (Sales Training)

Business Development Process Consulting

- Business Capture Center Design & Development
- Process Assessment
- Process Design, Development, and Improvement
- Proposal Assessment Services
- Business Development Capability Maturity Model® (BD-CMM) Services*
 - BD-CMM Self-Assessment (through BD-Institute)
 - BD-CMM Training and Implementation

* Capability Maturity Model and CMM are registered in the U.S. Patent and Trademark Office by Carnegie Mellon University.

Program Support

- Program Management Support Services
- Contract Management Support
- Contract Administration Support
- Subject Matter Expert
- Logistical Support Services

Business Communication Training

- Customer-Focused Writing (Business and Technical)
- Customer-Focused Presentations

Assessment Services and Tools

- Shibley Associates *Proposal Guide*
- BD-CMM® Implementation Tools
- Capture Management Tools
- Proposal Templates and Tools
- Proposal Assessments
- Proposal Self-Assessments (BidBenchSolo™)