

Business Capture Center Design & Development

Shipleys Associates can help you stop the cash drain and frustration from scattered, ad hoc business development operations that seem to exceed budget and waste time in endless repetitive cycles. You can enhance your long-term capability while getting immediate assistance on current opportunities.

- 1. Determine Your Long-Term Needs.** Establish your organization's characteristic needs for business development support before committing to designs and investments that may not be right for you.
- 2. Design and Develop Best-in-Class Processes.** Design or reengineer current sales/business development processes to support your operating vision and strategic goals.
- 3. Institutionalize Center Operations.** Profit from properly focused support through efficient staffing models, knowledge management techniques, and individual and organizational training and incentivization.

Process and Materials

Shipleys can help you design a Business Capture Center (BCC) that achieves rapid return on investment through increased sales revenue and managed business development costs.

Service Description

Shipleys's BCC Design & Development service helps you build a more effective and efficient sales/business development operation on the scale and schedule that best fit your needs.

- We can advise on a particular aspect or completely reengineer your current operations.
- Together, we can leverage Shipleys's broad industry experience to determine the kind of facility you need and how it should be equipped and staffed.
- Our consulting professionals can jump-start actual opportunities by demonstrating how to use improved processes, tools, and resources.
- We can build skills through tailored training workshops.
- Our consultants can mentor your staff to maximize performance on critical business development tasks.

The Challenge

Are you confident that your company's current sales/ business development process adequately controls costs, consistently produces high- quality winning proposals, and attracts and retains skilled personnel?

Many companies struggle to establish and maintain an effective Business Capture Center (BCC). Other companies lack the process-driven culture needed to establish and sustain an effective BCC. Having a coherent methodology for organizational needs assessment and center design and development allows early capability at minimal cost and risk.

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.