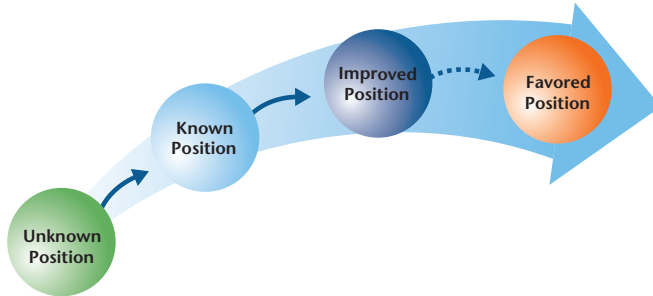


Executive Advisory Services

Capture Assessment

You always have a position in any sales situation. Achieving a favored position requires objectively determining your current position and taking action to improve it against your competitors' positions.

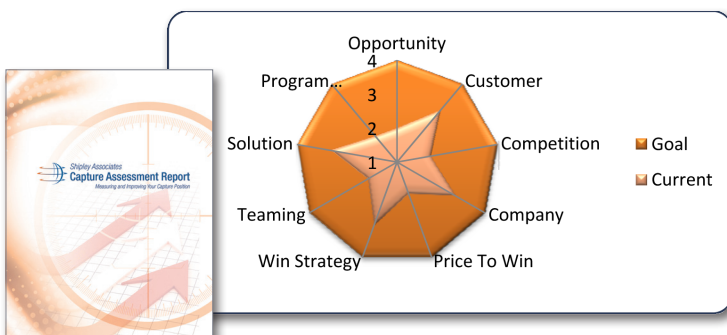


How do you know if you have achieved an improved or favored capture position? A Shipleys Capture Assessment Report provides business development executives with a quick, accurate snapshot of their real capture position and a set of detailed steps to improve it.

Service and Description

Shipleys Associates assesses the maturity of your capture position relative to the following critical factors:

- Planning status and effectiveness
- Opportunity knowledge and influence
- Customer knowledge and relationship
- Intelligence on the competition
- Realistic self-assessment of your own capabilities and qualifications
- Actionable set of win strategies
- Rational teaming approach
- Pricing strategy based on customer budget and competitive pressures
- Solution consistent with the pricing strategy
- Low-risk program execution plan



Your *Capture Assessment Report* provides a dashboard view of your current position, a detailed assessment of each factor, and specific steps for improvement.

The Challenge

In your fast-paced business development world, do you sometimes wonder how well your multiple capture teams are doing in positioning your company for wins?

Will an objective, independent opinion from a recognized business development professional assist you in establishing priorities and realigning responsibilities to ensure the highest probability of win?

Will specific recommendations on actions to improve your competitive position help you and your capture teams?

The Solution

Shipleys Executive Consultants review your current capture plan and associated materials and interview your key capture personnel to reveal your true capture position.

Your capture position is benchmarked against industry best practices as documented in the Shipleys Capture Guide.

Our Executive Consultants are also available to periodically reassess your position and keep you apprised of progress.

Other Services

- Proposal Assessments
- Strategy and Theme Development
- Post-Award Support
- Business Development Training

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

Professional Development & 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 (Classroom or CD)
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shibley University
 - Basic Certification
 - Advanced Certification

Tools and Products

Publishing a number of award-winning books, tools, and templates that help clients win business.

- Shibley Proposal Guide v4.0
- Shibley Capture Guide v3.0
- Shibley Business Development Lifecycle 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.