

### **Executive Advisory Services**

#### **Capture Coaching and Mentoring**

Leaders in many professions are increasingly calling on coaches and mentors to help them thrive in their fast-paced business environment.

Finding the right coach or mentor is the first step. Shibley's Executive Consultants provide a wide range of expertise, credentials, and experience allowing you to identify the individual best suited to work with you—the business development professional.

Next, you and the coach/mentor establish a relationship and define an appropriate level of involvement ranging from on-call support to periodic scheduled mentoring sessions or whole team interventions.

### **Service and Description**

Examples of relationships and levels of involvement include:

- Advisory membership in your capture team—meeting with you in early capture phases every week or two to monitor activities and provide advice on best practices and processes
- Facilitator of focused events, including tailored business development training at corporate meetings or brown bag lunches
- On-call advice on business development decisions that arise, leveraging Shibley's knowledge bases and network of practitioners



You define the level of support with your Shibley coach/mentor.

### **The Challenge**

Are you faced with a shortage of experienced capture managers?

Do you have great capture managers, but they are already committed to existing pursuits?

Do you have a program manager who is the assigned capture manager on a re-competition who is juggling managing the capture and simultaneously managing delivery of the current program?

Do you have up-and-coming capture stars who could benefit from a mentor?

Are you a senior-level executive with personal responsibility for a key win? Do you wish you could hand off capture procedural and management duties to someone so you can focus on the key win elements?

Do you ever wish you could “phone a friend” to get advice or another opinion on a thorny business development question?

### **The Solution**

Retain a Shibley Executive Consultant, selected to best meet your requirements, to counsel, coach, assist, or monitor you and your capture team.

### **Other Services**

- Proposal Assessments
- Capture Assessments
- Business Development Training

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

### 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](http://www.shibleywins.com).