

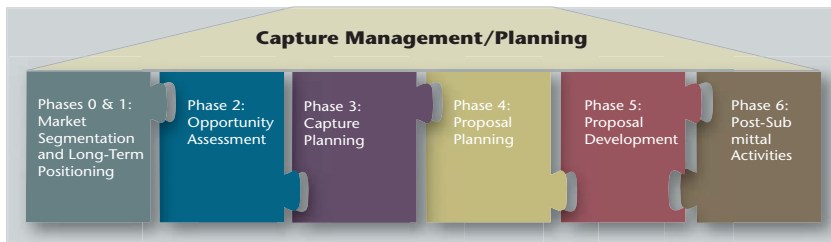
### Capture Management and Planning

In today's competitive federal market, capture planning is essential to solidify your position as the leading contender for securing an opportunity. Having a proven, repeatable capture process guides capture managers in:

- Pursuing opportunities
- Knowing the right data to gather and document
- Taking the necessary actions to plan for the win

Knowing what data and strategies need to transfer from the capture phase to the pre-proposal planning phase creates a much more customer-focused proposal and solution.

Shipleys recognizes the importance of having highly trained individuals and organizations to support their capture process. We provide one-on-one coaching to both new and seasoned capture managers in a variety of ways.



Clients benefit from a flexible approach to supporting your capture management and planning needs where we offer:

- Capture coaching and mentoring through strategic guidance and support on new and existing opportunities
- Collaborating and facilitating of strategy sessions or color reviews
- Ensuring validation and proper documentation in the capture plan
- Transitioning from capture planning to proposal planning

Our cadre of seasoned capture professionals will come in early, create a motivating environment, and ensure that you know how to pursue and prepare for a winning opportunity.

We will work with your existing resources to secure an “integrated team approach” and supplement with our highly experienced capture and proposal consultants.

We take your win as seriously as you do!

### The Challenge

Do your capture managers understand how to develop, lead and implement your capture strategy to a winning opportunity?

Do you currently maintain effective capture plans for your “must win” opportunities?

Do you transition your capture intelligence into pre-proposal planning before the final RFP comes out?

### The Solution

At Shipleys, we offer a flexible approach to bring the best out in your capture professionals.

Let us partner with your capture managers to provide them with the necessary skills to help your company achieve its desired high win rates.

### Other Services

- Proposal Consulting
- Business Development Training
- Post-Award Support
- BD Tools

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