

Capture Manager

The Capture Manager identifies the resources needed to pursue a business opportunity; oversees bid strategies, pricing, teaming, and proposal strategies; and manages the transition from business opportunity to proposal development to award. Responsibilities include:

Development Consulting

- Plan, document, and manage the internal and external capture project efforts
- Analyze the organization's strategic plans and products Align a marketing intelligence with win strategy
- Determine what the potential customer needs to fulfill the requirements of the opportunity
- Conduct a competition analysis
- Assess pricing strategy
- Generate a baseline and program plan
- Prepare a plan for the proposal development phase
- Appoint, supervise, and collaborate strategies with the Proposal Manager
- Serve as primary point of contact between the proposal documentation team and the program office solution team
- Monitor, review, and direct weekly proposal progress from a top management perspective, ensuring adherence to the Shibley process and proposal schedule
- Provide executive-level guidance to the Proposal Manager and Program
- Manager for development of the Executive Summary and other key proposal summaries
- Participate as an independent proposal evaluator in all major proposals reviews

"Our team was awarded a major contract as a result of the support Shibley gave us. Not only was our submission far superior to the competition, but also our pricing was exactly on target. Thank you for helping us stay in business for another five years and ensuring our win!"

- Capture Manager

"Shibley's technical expertise, extensive knowledge and interpersonal skills enabled us to validate our capture strategy. Your professionalism and can-do attitude truly reflected the best business practices that Shibley brings to the table."

- BD Director

Why Partner with Shibley?

We offer:

- Complete proposal team support
- Professional support at high-value peaks across the proposal process
- End-to-end leadership of capture and proposal milestone reviews

Let Shibley add value to your business development team by bringing resources that offer:

- Leadership
- Discipline
- Flexibility

Other Services

- Proposal Management
- Government Marketing
- Post-Award Support
- Business Development Training

Shibley | Wins

Shingley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shingley 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
- Shingley University

Tools and Products

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

- Shingley 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 Shingley 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.shingleywins.com.