

Desktop Publisher

The Desktop Publisher uses computer software to format all text, numerical data, photographs, charts, and other graphic elements to produce the final proposal for delivery to the customer. Responsibilities include:

- Assist the Proposal/Production Coordinator in establishing and maintaining all electronic proposal files
- Develop and document for contributors the submission/transmission protocols to be used in providing proposal inputs for storage or printing
- Develop the writers' guidance for transmission and/or filing of all hard/soft copy proposal text inputs
- Establish the proposal style(s) template(s) for the printed and soft copy proposal masters
- Format all proposal text and integrate (with Graphic Specialist assistance) all graphic files to produce iterative hard copy section drafts, Red Team proposal hard/soft copies, and the final proposal master
- Ensure daily back-up and archiving of proposal hard/soft copy inputs
- Integrate, format, and publish draft, Red Team, and final versions of the proposal as directed by Production Coordinator
- Assist in the reproduction and binding/packaging of all proposal versions
- Produce proposal volume soft copies as required by the customer and/or Client
- Other reasonable and normal duties associated with the Desktop Publisher position, as directed by the Proposal Coordinator

“Shipleys has substantially increased our productivity and win potential. We couldn't have achieved the changes we wanted in the time scales without your involvement. Our proposal quality has improved dramatically in a very short time.”

- Head of Region-Europe

“Shipleys' well-founded approaches and “been-there, done-that” experience was a key element and a critical stepping stone in winning.”

- Capture Team Lead and Proposal Manager

Why Partner with Shipleys?

We offer:

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

Let Shipleys 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

Shipleys | Wins

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

Tools and Products

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

- Shipleys 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 Shipleys 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.shipleyswins.com.