

### Graphic Specialist

The Graphic Specialist coordinates all proposal graphic inputs and integrates text and graphics to achieve visual consistency and maintain configuration management within the proposal. Responsibilities include:

- Establish the software standards and transportability for all proposal graphic inputs consistent with the Client's in-house capability and the Client's Customer's requirements
- Assist the Proposal Coordinator in establishing electronic graphic file protocols and tracking for proposal configuration control, development status tracking, and document integrity
- Develop the writers' guidance for transmission and/or filing of all hard/soft copy proposal graphic inputs
- Assist the Client contributors in developing graphic concepts to strengthen the readability and selling impact of their proposal
- Storyboards and sections, taking care to assure that the use of color will not be in conflict with legibility
- Provide graphic editing and polishing for all proposal contributors; transport final, approved graphic drafts to desktop publishing software formats as required
- Assist Desktop Publishers in the placement and integration of text and graphic files into Red Team and final proposal master copies
- Assist in the reproduction and binding/packaging of all proposal volumes for scheduled reviews and delivery to Client's customer
- Incorporate graphic files into deliverable soft copies as required by the RFP
- Other items as required by Client

*"It is seldom that you have the pleasure to work with a team who are as professional, committed, and as dedicated as Shibley. The formatting, graphics, cover, templates, etc. were very professional and beautifully designed. The final product was of highest quality and completed within our timeframe. I would highly recommend your team to others and look forward to working with you in the future."*

- Principal, Business Innovation Services

*"Through Shibley's help, we have the ultimate resources to create proposal materials that support our sales people in winning business. We are now able to more effectively show the value of our products to potential clients."*

- Marketing Manager

### Why Partner with Shibley?

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