

### Large Team Proposal Leadership

#### Complete Turnkey Support

If you have a “must-win” opportunity, our flexible and professional proposal consulting approach through our Large Team Proposal Leadership option provides a complete “must-win” solution. With Large Team Proposal Leadership, we collaborate with you to select a proven Shipley proposal team to lead your pursuit.

1. **Winning Process Applied.** The Shipley team implements the Shipley proven, best practice proposal process or adapts to your process, as required.
2. **Comprehensive Resources Needed to Win.** Based on a thorough analysis of what it will take to win, we assemble a complete team that will save you money. You cut costs and reduce risk by engaging a turnkey solution that will manage the proposal, supplementing your internal resources.
3. **Residual Value Provided.** Shipley’s team mentors and coaches your team to leave them with residual skills that will be used in subsequent bids. We provide knowledge transfer to add value to your long-term success.

Having a Shipley proposal consulting team lead your proposal assures that you will apply all the resources and expertise derived from Shipley’s many years of successful proposal management embodied in the Shipley business development lifecycle model.

#### Large Team Engagement Process

Every engagement begins with a clear statement of work, defining all roles and deliverables, and assigning a Shipley Engagement Leader. You can monitor team progress via regular reports from Shipley’s lead consultants. We work with you to apply a proven *SureStart™* approach to ensure a quick start. The team will provide proven tools and templates to reduce costly rework, save time, and improve proposal quality.

Shipley proposal management leaders bring you the expertise and winning track record you need for your “must-win” programs and will successfully manage your entire proposal effort. Using Shipley’s 96-step process, tailored to meet your needs, the proposal team will be guided through each milestone designed to ensure your proposal is on schedule and on message.

The Shipley consultants will lead your team through these milestones:

- Translating your strategy plan into a winning approach
- Reviewing/drafting your executive summary
- Ensuring compliance with RFP requirements
- Mentoring your proposal team using Shipley’s Just-In-Time training modules
- Review win strategies prior to writing (Pink Team Review)
- Incorporating Pink Team comments and preparing the team for draft text
- Conducting an effective Red Team Review
- Managing all proposal coordination and production activity

### Challenge

Are you short on resources for a “must-win” proposal effort? Do you need a complete solution to develop a compliant, customer-focused proposal? Are you seeking a qualified, well-trained team to augment your internal subject matter experts on a strategic bid response? Are your full-time resources consumed with internal projects or other proposal efforts? Are you looking for ways to save cost and reduce re-work and waste on your next major proposal?

### Solution

Allow Shipley to provide a well-qualified team of proposal experts who will lead, manage, and help you win your next major contract. Leverage the Shipley tools, processes, and personnel to develop a winning proposal to your customer.

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

### 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).