

Milestone Consulting

Shipleys Proposal Milestone Consulting service can help you develop skilled proposal managers while winning new business efficiently and cost effectively. When your team needs support at critical milestones, it will get the boost it needs by leveraging Shipleys world-class proposal management expertise. When you need intermittent support, Shipleys Milestone Consulting is the lower-cost solution.

1. Achieve Your Primary Goal. Milestone consulting addresses your primary objective—a responsive, compliant proposal that is on schedule and delivers the message.
2. Get Just the Amount of Help You Need. Augment your team, as needed, with an experienced consultant who will help plan and implement the proposal process. Avoid the expense of full-term consultants when you do not need full-term assistance.
3. Have Expert Assistance with Critical Proposal Tasks. After identifying key milestones, our proposal consultant can lead your team through critical, proposal-unique tasks.

Process and Materials

When you need help but not full-time consulting, consider milestone consulting. Protect your budget without risking your “must-win” opportunities.

Every proposal has a critical path. Key points or milestones in this path incur maximum risk. Expert help from a professional proposal manager can reduce your risk and cost while maximizing your win potential.

Service and Description

We collaboratively select an experienced proposal specialist to guide your team through critical proposal tasks:

- Establish key milestones and deliverables during the pre-RFP phase
- Help prepare a customer-focused executive summary
- Once the RFP is imminent, plan the proposal kickoff meeting. Identify RFP requirements and allocate them to your outline. Review your proposal strategy statements and prepare writers packages
- Support the storyboard review (Pink Team) and help incorporate changes
- Assist with the Color Team Reviews

This milestone support saves time and money by leveraging the right resources at the right time.

Challenge

Do you need proposal support and guidance at key milestones?

Would you benefit from access to experts “as needed?”

Solution

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

Let us partner with you to provide the necessary expertise to help your company achieve its desired high win rates.

Other Services

- Proposal Management
- Capture Strategy
- Post-Award Support
- Business Development Training

Are you looking for proven proposal expertise to help you win?

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.