

### Orals Coach

The Orals Coach orchestrates the entire oral presentation event – conducts personal coaching sessions on presentation dynamics, builds confidence and credibility of the orals team, facilitates practice sessions, and assists the oral proposal team in presenting a winning proposal. Responsibilities include:

### Development Consulting

- Oversee integration of “win strategy” into orals presentation
- Lead team in creation of presentation outline
- Facilitate brainstorming sessions for content development
- Assist with storyboarding the message, including graphics, layout, and branding of the presentation to the customer
- Meet with section authors to help integrate themes into presentation for consistency and customer focus
- Establish critical timelines and milestones for oral presentation development
- Schedule and facilitate strategy review (content) sessions with proposal team
- Integrate compliance matrices and bidders comparison data into the orals presentation
- Coordinate with Proposal Manager and other key team members to ensure inter-volume and section consistency
- Help establish strong introduction, support for main points, and conclusion

### Orals Delivery Coaching

- Help establish presentation team, standards, and roles
- Determine appropriate medium for orals presentation
- Conduct personal coaching sessions on presentation style, including verbal and non-verbal messages, voice, eye contact, posture, movement, etc.
- Coach for clarity, conciseness, and persuasiveness
- Facilitate practice sessions and peer-review sessions
- Rehearse customer questions and discussion topics
- Help orchestrate oral presentation event—logistics, room set-up, technology, etc.
- Help build confidence and credibility with orals team

### Why Partner with Shipleys?

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 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

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).