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

**Tools and Products**

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

- Shipley 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 Shipley 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.shipleywins.com.