

Price-To-Win Specialist

The Price-To-Win Specialist assesses the competition, analyzes trend data, develops pricing estimates, and provides counsel to all reviews, including win strategy sessions and Blue/Black Hat reviews. Responsibilities include:

- Review all data for unique offerings
- Provide competitive pricing plans
- Calculate the best offering price point range
- Comply with the Ethics Standards as defined by the Society for
- Competitive Intelligence Professionals
- Assess pricing models, assumptions, etc.
- Conduct weekly scope and review meetings
- Support the implementation of the Fiscal Work plan in accordance with standard project management principles and practices
- Conduct scheduled (bi-weekly, monthly, and quarterly) and unscheduled work plan reviews using industry standard techniques
- Analyze contract trend data and its accuracy, provide summary, and obtain competitive rate information
- Assess total pricing structure and provide recommendations

The Price-To-Win Specialist also manages the development and analysis of functional budgets, including resource allocation and reallocation in response to budget fluctuations, financial reporting at all levels, EACs/ETCs, trend analysis, and forecasting.

“Your consultant’s incredible organizational skills and focus on strategies and cost/pricing issues kept our team focused and motivated. I believe we have a very credible and compliant proposal. I highly recommend that other proposal teams use Shibley’s support in the future.”

- Program Manager

“Shibley has substantially increased our productivity and win potential. We couldn’t have achieved the changes we wanted in the time scales without your involvement. Our proposal quality has improved dramatically in a very short time.”

- Head of Region-Europe

Why Partner with Shibley?

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 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

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

Tools and Products

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

- Shipleys 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 Shipleys 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.shipleyswins.com.