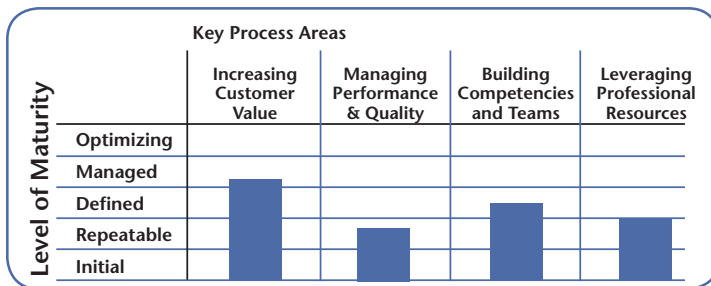


Process Assessment

Identify and implement capture management and proposal development processes and systems that produce a high return on investment for marketing and proposal budgets. Shipley Associates Process Assessment helps you target:

- How well your new business enterprises support strategic goals and leverage core competencies.
- Whether or not your capture and proposal management operations have the right kinds and levels of discipline needed to maximize new business capture in your industry.
- How your company's infrastructure meets your needs for your competitive environment and the range of new business you pursue.

Central to this service is the Business Development Capability Maturity Model (BDCMM*). Our assessment measures your processes against Key Process Areas (KPAs) critical to achieving higher levels of maturity. Deviations from best practices in each KPA are identified, suggesting clear steps for immediate improvements.



Shipley's BD-CMM Structure. The structure of the BD-CMM defines process categories, themes, and KPAs. This rational framework is used to assess your existing capabilities and define a "blueprint" for improvement.

Service Description

Our Process Assessment Service provides a cost-effective solution, analyzing and documenting results in as little as 6 weeks. We use a mature, well-defined methodology that combines interviews, case studies, surveys, and documentation reviews to profile your new business development enterprise against best-in-class attributes. This profile provides expert insight on:

- Ability of your organization to consistently capture new business in a highly competitive environment
- Robustness of your business development management and operations
- Quality and integration of your processes from strategic planning to new program start-up
- Adequacy to sustain advanced levels of maturity
- Appropriateness of resources and infrastructure to meet business development requirements effectively

*Capability Maturity Model is a registered trademark of the Carnegie-Mellon Software Engineering Institute.

Challenge

Are you confident that your company's business capture and proposal development processes implement industry best practices?

Knowing how your company "stacks up" against leading U.S. and foreign companies in your industry can be a real competitive advantage. Once you know where you stand against best practices, pinpointing where your processes need to be leveraged or improved can be a challenge.

Other Services

- Proposal Consulting
- Business Development Training
- Post-Award Support
- Business Development Tools

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.