

### Proposal Manager/Deputy Proposal Manager

The Proposal Manager/Deputy Proposal Manager oversees all proposal activities, including directing proposal personnel, managing proposal schedules and deadlines, developing proposal outline and compliance matrix, and monitoring the progress of the proposal. Responsibilities include:

- Assist the Capture/Sales Team Leader in managing and directing all proposal efforts and personnel
- Participate in the development and review of proposal strategies and themes, and manage the development of a Proposal Management Plan (PMP)
- Direct the creation and review of a proposal outline that will be used as a key document design and control medium
- Assist in analyzing the RFP/bid requirements against the proposal outline to ensure both compliance and responsiveness to the customer's issues and needs
- Build the proposal compliance matrix and track the fulfillment of all requirements
- Review completed storyboards and proposal sections to ensure requirements are adequately addressed and that customer page limits are not exceeded
- Conduct regular proposal progress status meetings and maintain the proposal schedule
- Develop a Pink Team (storyboard review) plan for the interim review and internal evaluation of the technical, management, and overall proposal approaches
- Direct writing/editing/rewriting efforts, as needed
- Work with the Volume Leaders to ensure inter-volume compatibility is achieved
- Develop a Red Team plan for the final review and internal evaluation of the proposal
- Ensure that appropriate Red Team comments are incorporated into the final proposal
- Direct the Proposal Coordinator in all proposal development and production activities
- Other reasonable and normal duties associated with the Proposal Manager position, as directed by the Business Development/Capture Manager/Proposal Center Manager

*"Shibley Associates was very instrumental in helping us to address the customer's hot buttons and also guiding us in the process of more effectively using visuals in the executive summary. Shibley has helped us become even more customer-focused."*

*- Project Analysis Leader*

### Why Partner with Shibley?

We offer:

- Complete proposal team support
- Professional support at highvalue 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

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).