

Proposal Assessment Service

Shibley Associates can help you compare the quality of your proposals to best-in-class standards, and identify specific ways to enhance competitiveness and create realistic improvement strategies.

- 1. Identify Strengths and Weaknesses of One or More Recent Proposals.** Anticipate customer reaction to a specific proposal, audit a range of proposals against industry benchmarks, or gain an in-depth understanding of specific strengths and weaknesses of your company's proposals.
- 2. Target High-Value Improvement Strategies.** Identify specific attributes of best-in-class proposals that can improve your competitiveness and develop a strategy to systematically improve future proposals.
- 3. Consider Broader Implications of System Readiness.** Learn what specific proposal attributes reveal about your processes and your ability to capture new business.

Process and Materials

Shibley consultants will assess several of your proposals against seven categories containing 38 elements. They will compare and consolidate the assessments of multiple proposals and prepare a report rating your proposals against rigorous qualitative and quantitative characteristics of winning business proposals.

From the ratings, they will recommend a strategy for improving the effectiveness of your proposals.

Service and Description

Our flexible service ranges from in-depth assessment of a single proposal to detailed audits and comparisons of multiple proposals for complex solicitations. We assess any type of proposal, from simple oral presentations to formal multi-volume and multi-media proposals.

Results are compared to a best-in-class profile developed from our consulting practice. Our improvement recommendations are realistic and results oriented. Assessment categories are linked directly to the Shibley Associates *Proposal Guide*, providing a wealth of practical examples for best-in-class standards.

To produce consistent, reliable assessments across multiple proposals, our methodology is anchored to clearly defined assessment criteria.

The Challenge

Are you confident that your proposals are better than your competitors' proposals? Could your proposals be keeping you from winning?

Winning proposals are clear, easy to evaluate, compliant, responsive, and customer focused. They are driven by and support your sales strategy. Our proposal assessment can pinpoint specific ways to achieve "winning proposals."

Shibley | Wins

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

Professional Development & 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 (Classroom or CD)
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shibley University
 - Basic Certification
 - Advanced Certification

Tools and Products

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

- Shibley Proposal Guide v4.0
- Shibley Capture Guide v3.0
- Shibley Business Development Lifecycle 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 Shibley 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.shibleywins.com.