Team Roles and Responsibilities

Proposal Coordinator

The Proposal Coordinator is responsible for all administrative aspects of proposal development—ensuring security and integrity of all proposal documentation, coordinating internal flow and review of all proposal inputs, and directing production of final master proposal. Responsibilities include:

- Assist in the establishment of the proposal facility, hardware, and software
- Establish the electronic file structure, archive, and back-up capability and procedures for all proposal materials on the team's server system
- Establish and document electronic proposal file access and tracking protocols for ensuring the security and integrity of all proposal documentation
- Establish and maintain the Storyboard (hard copy) walls and sections and control access to the proposal area and sensitive or proprietary materials
- Manage the production of draft and final text and graphics
- Develop a plan for the Red Team and final production cycles and resources required
- Coordinate the internal flow and review of all proposal inputs and outputs
- Maintain real-time development status of all proposal text and graphics
- Supervise the daily operations of Graphic Specialists and Desktop Publishers
- Assist the Proposal Manager in developing the Red Team evaluation package and in recording, disseminating, and tracking suggested Red Team changes
- Direct the production, reproduction, and binding/packaging of Red Team proposal, final master proposal, and all hard/soft copies
- Assist Client personnel in the securing/disposing of all proposal assets and resources and sanitizing the proposal facility upon delivery of the proposal
- Other reasonable and normal duties associated with the Proposal Coordinator position, as directed by the Proposal Manager

"It is seldom that you have the pleasure to work with a team who are as professional, committed, and as dedicated as Shipley. The formatting, graphics, cover, templates, etc. were very professional and beautifully designed. The final product was of highest quality and completed within our timeframe. I would highly recommend your team to others and look forward to working with you in the future."

- Principal, Business Innovation Services

Why Partner with Shipley?

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 Shipley 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

www.shipleywins.com  888-772-9467

© Copyright Shipley Associates
Overview of Services

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.