

Shibley University

Empowering Professional Development

If you are seeking credentials that set you apart from other business development professionals, look no further than certification from Shibley University. Before you can apply industry best practices, you must first know what they are and where to find them.

Since 1972, Shibley has provided world-class business development and business communication learning solutions to individuals and industry. To become a certified Shibley Business Development professional, you must complete these requirements:

1. Three Core Courses. BD professionals must complete the three flagship Shibley courses: Capture Planning, Writing Federal Proposals, and Managing Federal Proposals. Courses taken since 2005 can apply toward certification. Each course is two professional units.
2. Elective Courses. Completion of four professional units from a variety of Shibley training is required beyond the core courses. Examples include any of these Shibley workshops: Winning Executive Summaries, Price to Win, Winning in the Cost Volume, or other courses listed on the back of this page or on shibleywins.com. Each day of training qualifies for one elective unit toward certification.

APMP Accreditation at Foundation Level also qualifies for one elective unit toward certification. Other relevant courses taken through approved training organizations or universities may also apply toward elective credit.

Having Shibley behind your name is a discriminator that sets you apart from others. By becoming a Shibley “graduate,” you gain access to best practice tools, including the award-winning Shibley Proposal Guide, available both in hard copy and online.

Learning is the Key to Winning

Professionals who continue to learn and develop their talent will always be in demand. Shibley will help you and your organization succeed! You can earn credit toward Shibley certification through your company or individually by leveraging Shibley’s public workshop channel. You learn core principles and expand by choosing elective topics that fit your goals.

Shibley Business Development Certification



Learners can achieve two levels of certification through Shibley University—Basic and Advanced.

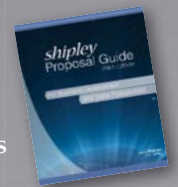
The Challenge

Are you seeking ways to improve your value to your employer or in the market? Do you want to document your credentials and knowledge of business development best practices? Are you anxious to learn the most current business development techniques and tools?

The Opportunity

Validate your credentials and industry knowledge by completing the requirements for certification through *Shibley University*TM. Combine core course content with tailored learning to meet your professional development objectives.

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Proposal Guide
Third Edition



Included with Shibley’s Winning Business workshops

The **Proposal Guide** contains 62 topics and 17 model documents. Each topic section provides a summary of key points to support the application of best practices.

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.