ShipleyAssociates

Consulting Services

We Enable Winning

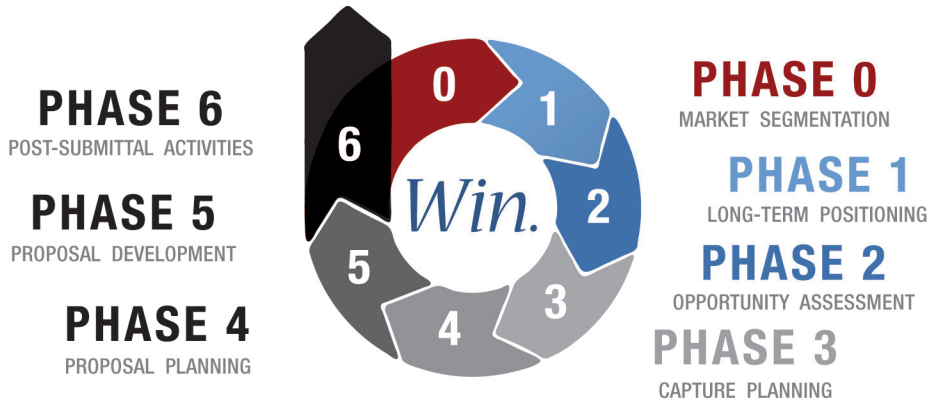
Small Business Consulting

The Small Business (SB) team provides specialized services for companies seeking to improve their SB results. We provide guidance to companies who plan to achieve their SB objectives by teaming with:

- Small Disadvantaged Businesses
- Section 8(a)
- Mentor Protege Program
- Woman-Owned Small Businesses
- Woman-Owned Small Disadvantaged Businesses
- HUBZone Businesses
- Service-Disabled Veteran-Owned Small Businesses

Services

We provide services at each phase of the business development lifecycle as it relates to small business initiatives and plans.



Early Planning: We help clients with the necessary submissions and documentation to find or become a qualified vendor to the Federal Government.

Capture Planning Services: Once an opportunity is identified, we help clients develop a capture plan through analysis of makret intelligence, competitor identification, and customer hot buttons. This plan often includes meeting an SB requirement.

Proposal Support: Shipley will facilitate a kickoff strategy with the proposal team to generate a proposal management plan (PMP) and establish key milestones for accountability at each stage of the proposal effort. We can provide staff augmentation or complete outsourcing, when needed.

The Shipley Small Business team can give you the tools necessary to understand how to successfully win business with the federal government.

The Challenge

Are you wanting to improve your small business success when pursuing a government opportunity?

Do you understand what requirements are necessary to become an approved government contractor and compete on contracts with set-asides?

The Solution

Let the Shipley Small Business team guide you through this complex process, enabling you to identify the best opportunities and win more business.

Other Services

- Proposal Consulting-onsite or virtual
- Business Development Training
- Post-Award Support
- Business Development Tools
- Business Development Process Improvement

Shipley | Wins

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Overview of Services

We Enable Winning

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

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
- Shipley University
  - Basic Certification
  - Advanced Certification

Tools and Products

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

- Shipley *Proposal Guide v4.0*
- Shipley *Capture Guide v3.0*
- Shipley *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 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.

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