

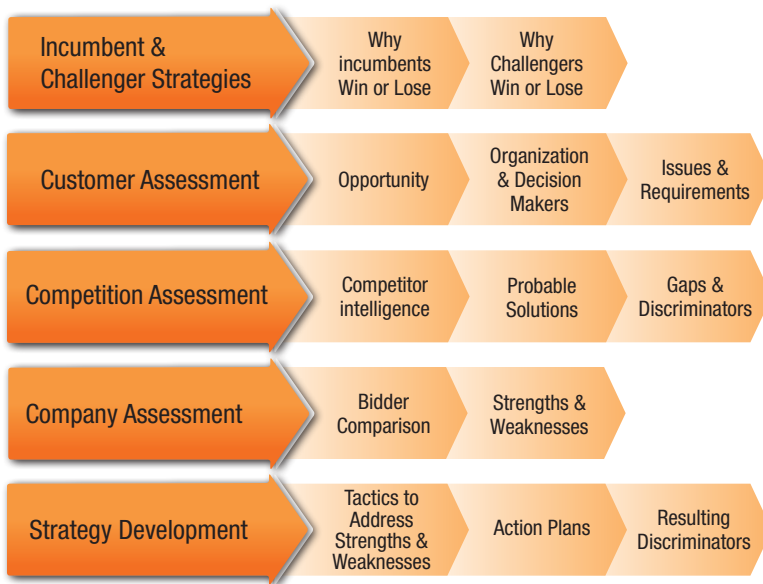
Executive Advisory Services

Strategy and Theme Facilitation

Developing winning strategies and powerful, convincing proposal themes demands complete objectivity and a structured approach that leverages the thinking of your staff. Strategies and themes must be linked to customer issues and be based on true discriminators to maximize your win potential.

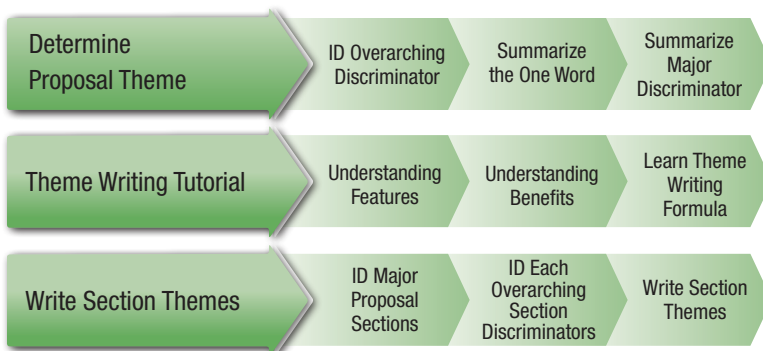
Service and Description

Shipleys provides a structured facilitation approach. Our Executive Consultants lead your team from identification of customer issues, through an objective competitive assessment surfacing your true strengths and weaknesses, to development of strategies based on winning discriminators.



Proposal and section themes flow from the win strategy.

Shipleys removes the mystery of writing powerful theme statements, ensuring you receive the highest score on every evaluated section.



The Challenge

Are you frustrated by the expense of repeated “strategy sessions” that burn through your investment dollars and lead to the same generic strategies and themes used in your last losing proposal?

Worse, are your subject matter experts and capture professionals struggling to leverage their knowledge for lack of an efficient process to develop winning strategies?

Are you seeing a trend in which you are a close second but just can’t come up with winning strategies and themes?

The Solution

Shipleys Executive Consultants facilitate structured strategy and theme development sessions that are customer focused and results oriented.

As an objective, independent professional voice, our Executive Consultant will keep your team on track and challenge them to identify the true discriminators that are key to winning strategies and themes.

Our Executive Consultant also ensures that no one on your team is wearing “rose-colored glasses,” whether you are an incumbent or not.

Other Services

- Proposal Assessments
- Strategy and Theme Development
- Post-Award Support
- Business Development Training

Shipleys 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.