

Surge Proposal Support

Just-in-Time Solutions for Winning Proposals

Shipleys Surge Proposal Support service can provide just-in-time proposal support to augment your existing resources to win new business efficiently and cost effectively. When your team needs support at critical milestones or on short notice, Shipley is prepared to provide world-class proposal management and development expertise. When you need intermittent support, Shipley's Surge Proposal Support is the best solution.

- 1. Lead, Manage, and Win.** Surge support addresses your primary objective—a responsive, compliant proposal that is on schedule and delivers the message, without fully burdened staff at all positions on the proposal team.
- 2. Just-in-Time Help When You Need It.** Augment your team, as needed, with an experienced consultant who will help plan and implement the proposal process. Avoid the expense of full-term consultants when you do not need full-term assistance.
- 3. Have Expert Assistance with Critical Proposal Tasks.** After identifying key milestones, our proposal consultant can lead your team through critical, proposal-unique tasks.

Surge Proposal Support Process

When you need short-term proposal help, but not a full-time team, consider Shipley's Surge Support consulting services. Protect your budget without risking your "must-win" opportunities – engaging just-in-time support at all levels, including:

- Proposal Managers
- Volume Leaders
- Proposal Coordinators
- Proposal Writers and Section Leads
- Graphic Experts and Desktop Publishers
- Proposal Production Specialists

Every proposal has a critical path. Key points or milestones in this path incur maximum risk. Expert help from Shipley can reduce your risk and cost while maximizing your win potential.

We collaboratively select experienced proposal resources to augment your team through critical proposal tasks. We can help:

- Manage the effort and create accountability across the team
- Lead volumes and sections
- Develop content that is customer focused
- Coordinate a complex proposal effort

We can also help you by providing pre-screened resources that are available on short notice – whether you need a team or a single professional to help you win.

Challenge

Do you have a hard time staffing critical proposals based on the uncertainty of Government schedules and internal workload? Are you sometimes short on "bench-strength" on critical proposal? Do you need experts to help coach and mentor your business development team members?

Solution

Trust Shipley to provide Surge Proposal support resources, just-in-time. Our professionals will be armed with proven tools and processes to augment your team or manage the proposal project. We will apply our SureStart™ engagement management system to ensure proposal success.

Shipleys 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.