

Foundation for Proposal Development: Online Workshop

Whether you are looking to improve your proposal development skills or seeking Foundation-Level Accreditation with the Association of Proposal Management Professionals (APMP), this online workshop teaches business development industry best practices by providing the following:

- Teach you key principles and skills necessary for effective proposal development
- Refresh your knowledge of proposal development best practices
- Prepare you for the APMP Foundation Level exam
- Help you identify gaps in your skills and competencies.

Workshop Description

As an APMP Approved Training Organization (ATO) in the US with an APMP Professional Level trainer, Shipleys is eminently qualified to offer this online workshop. It is designed for proposal professionals seeking to win more proposals and coach you to pass the Foundation Level Accreditation exam offered by APMP.

This online course addresses the following five key competencies:

- Overview of Process and Sales Methods
- Information Research and Management
- Proposal Planning
- Proposal Development
- Proposal Management

You can build and refine skills in this workshop while testing your knowledge in key competency areas. The coaching sessions include sample questions and responses similar to those on the actual Foundation Level exam. In addition, sixty days of access to the online workshop and sample tests allows ample time for you to study and assess your progress.

Cost

Online Course \$399

Foundation Level Online Exam \$600 for Non APMP Members. APMP members receive a \$200 discount.

Benefits of Accreditation

“APMP Proposal Professional” is a highly respected (valued, esteemed, coveted, highly regarded, venerated) designation exclusively assessed and awarded by APMP. It recognizes those professionals who demonstrate the specific skills and competencies necessary in proposal development.

Individual Benefits

Foundation Level accreditation benefits the individual by:

- Verifying skills and competencies against best practices
- Recognizing personal qualifications for advancement

Organizational Benefits

APMP accreditation benefits organizations by:

- Retaining and motivating staff
- Supporting competency-based recruitment and succession planning
- Identifying top performers

Shipleys Wins

Shingley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shingley 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
- Shingley University

Tools and Products

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

- Shingley 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 Shingley 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.shingleywins.com.