

Winning Executive Summaries: Course Overview

The executive summary is the most important part of your proposal and often the only part of your proposal decision-makers will read.

Alignment, consistency, and customer-focus in all customer communications are core concepts in this workshop. The *Winning Executive Summaries* workshop will help you:

- Organize your message around customer hot buttons
- Keep your message simple and credible
- Develop messages that are sticky to decision-makers

Workshop Description

Winning Executive Summaries is a 1-day interactive, skill-building workshop. The workshop is 20 percent lecture, 30 percent discussion, and 50 percent simulations and exercises.

Participants learn and practice the skills to quickly and consistently prepare winning, customer-focused executive summaries by:

1. Being responsive and credible
2. Using stories as evidence of past performance
3. Avoiding gimmicks to impress evaluators
4. Creating clear, concise, and credible messages
5. Using proven tools, techniques, and templates

Who Should Attend	Workshop Length	Workshop Material
Account Managers	1 Day	Workshop Manual
Sales Professionals	1 Unit	Shipleys Proposal Guide
Proposal Writers		
Capture Managers		

Anyone who contributes to Executive Summaries

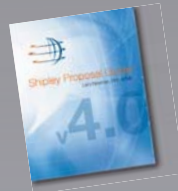
The Challenge

Will reviewers and evaluators clearly understand your value proposition?

The Solution

Shipleys combines the power of the New York Times bestselling book *Made To Stick* with proven best practices for executive summary development in this fast-paced workshop.

Shipleys
Proposal Guide
v4.0



Included with Shipleys's Winning Business workshops

The **Proposal Guide** contains 52 topics and 12 model documents. Each topic section provides a summary of key points.

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.