

Winning Through Oral Proposals: Course Overview

About 70 percent of verbal communication comes from nonverbal messages. Oral proposals must be just as compliant and responsive as written proposals, but winning an oral proposal requires a different set of verbal and non-verbal skills.

Many government and business-to-business customers are encouraging the use of oral proposals because they decrease selection time and costs, increasing the importance of gaining solid presentation skills.

Workshop Description

Winning Through Oral Proposals is an interactive workshop designed to build practical skills through 20 percent lecture, 30 percent discussion, and 50 percent skill-building exercises. The overall focus is divided between developing content and improving delivery skills. Participants receive a comprehensive workshop manual and planning templates, are videotaped, and constructively coached to improve their delivery skills and confidence.

Through instruction, exercises, and one-on-one coaching, workshop participants will learn the processes, skills, and techniques to develop and present winning oral proposals:

1. Develop a Winning Strategy. Determine how a customer's needs, pain, and biases can best be addressed by your team and solution.
2. Design a Persuasive Message Using the Oral Proposal Planner. Craft engaging introductions, convincing content, and powerful closings.
3. Develop a Winning Delivery Style. Present persuasively by improving eye contact, verbal dynamics, and credibility while eliminating distracting gestures, aimless movement, and monotone delivery.
4. Be Ready to Answer Critical Questions. Prepare for tough questions from evaluators in order to clearly deliver the "why us" message that sets you ahead of your competitors.

The Challenge

Are you confident that your team can develop and deliver a winning oral proposal against good competition?

Essentially a job interview, an oral proposal must showcase your team's capabilities and compatibility with the customer. Prepare individuals to engage your audience and deliver your message powerfully and persuasively.

Shipleys Proposal Guide v4.0



Included with Shipleys' Winning Business workshops

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

Who Should Attend	Workshop Length	Workshop Material
Solutions Managers	2 Days	Workshop Manual
Key Program Personnel	2 Units	Shipleys Proposal Guide
Sales and Marketing		
Proposal Managers		
Those who develop, present, or critique oral proposals		

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.