

APMP Professional Accreditation Onsite Coaching

Assess your knowledge and competencies against business development industry best practices as you prepare for accreditation as a proposal professional.

Whether you are new to business development or a seasoned professional, this coaching workshop will:

- 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) with an APMP Professional Level trainer, Shipleys is qualified to offer this coaching workshop. It is designed for proposal professionals seeking to prepare for the Foundation Level exam offered by APMP. Proposal development competencies and skills addressed include:

- Researching and managing market information
- Planning for effective proposal development
- Developing winning proposals
- Managing a proposal effort
- Understanding the sales process

You can build and refine skills in this workshop while testing your knowledge in key competency areas. The coaching session includes sample questions and responses similar to those on the actual Foundation Level exam. This workshop can be scheduled for your organization — or it is available through our public workshop program.

Prerequisite and Testing

Proposal professionals must demonstrate at least 1 year of professional proposal development experience prior to taking the exam. The actual Foundation Level exam is offered online through APMP.

| Who Should Attend | Workshop Length | Workshop Material |
|---|-----------------|-------------------------|
| Anyone preparing for the Foundation Level APMP Exam | 4-6 Hours | Shipleys Proposal Guide |

Benefits of Accreditation

“APMP Proposal Professional” is a highly respected (valued, esteemed, coveted, highly regarded) 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
- Identifying skill and competency

Organizational Benefits

APMP accreditation benefits organizations by:

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

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.