

Writing and Managing Federal Proposals

Parts 1 and 2 of the Winning Federal Business Series

This workshop combines two of Shingley's most powerful proposal management workshops--Writing Federal Proposals and Managing Federal Proposals.

Managing proposals requires a complex variety of skills including planning, organizing, developing, implementing strategy, and leading a team. It also requires the ability to address complex technologies, pricing, and risk management topics typical in formal proposals.

Writing winning proposals requires that you write collaboratively in a compressed timeframe in a fiercely competitive marketplace. You also need to be responsive, compliant, strategic, and customer focused while addressing risk management, ghosting competition, and winning proposal sections during evaluation.

Workshop Description

This interactive workshop builds the proposal management and writing skill sets through lecture, discussion, simulations, and exercises.

Workshop participants learn the validated Shingley proposal process and how it fits into the business development architecture. The skills learned include:

- Managing proposals that score high in evaluations
- Capitalizing on early customer positioning and marketing intelligence; determining a plan of action
- Developing a Proposal Management Plan (PMP) including customer intelligence, competitive analysis, and designing a preliminary Executive Summary

Workshop participants also learn a proven process for developing winning proposal sections and how to score higher on proposal evaluations through:

- Developing compliance checklists
- Focusing on customer issues
- Developing strategic solutions
- Supporting claims of excellence through past performance
- Developing visuals that have impact and answer the question "Why us?"

The Challenge

Proposal managers often face chaos—the chaos of proposal development timelines, requirements, and personnel problems.

Are your proposal managers prepared to bring planning, discipline, leadership, process knowledge, strategic solutions, and customer focus to proposal development?

Do your proposal teams have the skills to write winning proposals given shortened response times and lean staffing?

Winning proposals must clearly address customer needs, understand RFP requirements, and discriminate you against the competition.

Shingley
Proposal Guide
v4.0



Included with Shingley's
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
Proposal Managers	4 Days	Workshop Manual
Proposal Writers		Shingley Proposal Guide
Proposal Developers		
Proposal Contributors		

Shingley | 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.