

Writing Federal Proposals: Course Overview

Proposal writing is not easy:

- First, you have to write collaboratively in a compressed time frame and a fiercely competitive marketplace
- Then, you have to learn to be responsive, compliant, clear, concise, consistent, strategic, and customer focused, all at once
- Beyond that, you need to produce quality graphics and themes, address risk management, ghost competitors, and win proposal sections during evaluation

Where can you learn all this in just 2 days? Shipley's Writing Federal Proposals workshop.

Workshop Description

This interactive workshop builds practical skills through lecture, discussion, simulations, and exercises.

Workshop participants learn a proven process for developing winning proposal sections. Participants learn the impact of their section and how to score higher on proposal evaluations through a government evaluation simulation. They plan their sections in a major simulation through:

- Developing compliance checklists
- Focusing on customer issues
- Developing strategic solutions
- Supporting claims of excellence through past performance
- Incorporating risk discussion to have a credible low risk solution by ghosting competitors
- Developing section strategy to gain the competitive edge
- Creating key themes that carry the reasons for selecting your company
- Developing visuals that have impact and answer the question, "Why us?"
- Constructing mock-ups for early coordination, enhancing consistency
- Writing in a proposal style, not a technical treatise

The Challenge

Given shortened response times and lean staffing, are you confident that your proposal writers have the skills needed to produce winning federal proposals?

Winning proposals must do more than present accurate information. Your proposals must demonstrate a clear understanding of customer needs, reflect RFP requirements, and discriminate you from the competition.

Shipleys
Proposal Guide
v4.0



Included with Shipley'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 Contributors	2 Days	Workshop Manual
Proposal Writers	2 Units	Shipleys Proposal Guide
Proposal Managers		
Business Developers		
Proposal Coordinators		

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.