

Writing Federal Proposals and Winning Executive Summaries

This workshop combines two of Shipley's most powerful proposal development workshops—Writing Federal Proposals and Winning Executive Summaries. Writing Federal proposals requires that you write collaboratively in a compressed timeframe and 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.

However, the proposal writing process begins with the successful creation of an executive summary that elaborates your value proposition to the customer. In fact, the executive summary is the most important, if not the only, part of your proposal decision-makers will read.

Workshop Description

This interactive workshop builds the proposal development and writing skill set through lecture, discussion, simulations, and exercises. 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 while developing strategic solutions
- Supporting claims of excellence through past performance
- Developing visuals that have impact and answer the question, "Why us?"

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

- Understanding the purpose of the executive summary
- Developing a strategy for the executive summary
- Tying the executive summary to proposal development
- Aligning the executive summary with customer presentations
- Using proven tools, techniques, and templates

The Challenge

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.

Are your executive summaries client focused? Do they link the client's needs with your offer?

Busy decision-makers must instantly see why you should be selected in a few, well-written pages.

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	3 Days	Workshop Manual
Business Development		Shipleys Proposal Guide
Marketing Professionals		

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.