

Winning with Past Performance: Course Overview

Past Performance is receiving increasing emphasis in government procurements. Will your organization's Past Performance, including performance not cited in your proposal, contribute to a win?

It is important to understand the make-up of Past Performance information, submittal, and subsequent evaluation. A better knowledge of the process and best practices by bidders will lead to lower Past Performance risk and increased win probability. Focusing on Past Performance throughout the business development process improves your win probability and reduces risk.

Workshop Description

This interactive workshop focuses on the importance of Past Performance as a proposal evaluation factor and how it contributes to a winning proposal.

Through lecture, discussion and exercises, workshop participants will learn what Federal evaluators expect and how those inputs are evaluated.

Participants will also be introduced to best-practice methods that can be applied throughout the business development process to enhance Past Performance submittals. Topics covered include:

- What Past Performance is
- Why Past Performance is increasing in importance as an evaluation factor
- How Past Performance is evaluated in federal acquisitions
- What to do to maintain up-to-date Past Performance information
- What to include in Past Performance questionnaires/surveys
- How to tailor Past Performance submittals
- How to overcome Past Performance deficiencies

Who Should Attend	Workshop Length	Workshop Material
Capture Managers	1 Day	Workshop Manual
Program Managers	1 Unit	Shipleys Proposal Guide
Proposal Managers		
Volume Leads		
Proposal Coordinators		

The Challenge

Are you confident that your organization's Past Performance—and that of your teaming partners—is getting adequate attention and reflects best practices in your capture planning, proposal planning, and proposal development activities to win important bids?

An organization's Past Performance information and responses can be planned and managed to increase win rates and reduce the risk of troublesome Past Performance ratings. Implementing industry "best practices" using proven methods and disciplines is essential.

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.

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.