

Winning Sales Proposals and Winning Executive Summaries

This workshop combines two of Shibley’s powerful proposal development workshops—Winning Sales Proposals and Winning Executive Summaries.

This workshop will teach you to align your proposal to customer needs and allocate resources in a way that improves your overall win rate. Learn to:

- Plan customer-focused proposals that sell
- Align your sales and proposal strategies
- Exceed customer expectations on every proposal

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 part of your proposal decision-makers will read.

Workshop Description

Using simulations, discussions, and role-plays, Winning Sales Proposals and Winning Executive Summaries teaches participants to learn the skills to plan and prepare winning proposals:

- **Selection of Winning Proposals.** Gain a competitive advantage by understanding how proposals are evaluated and how winners are selected.
- **Position Your Proposal to Win.** Learn a “framework process” to identify resource needs and competitive information necessary for developing a winning proposal.
- **Plan Your Proposal.** Identify your value proposition and include the most impactful discriminators into your executive summary. Then, elaborate on these discriminators as you create a responsive, customer-focused proposal.
- **Prepare Your Proposal.** Learn to organize a clear and persuasive message using effective theme statements, headings, visuals, action captions, summaries, and introductions—all focused on customer needs.
- **Existing Sales Tools and Techniques.** Use time-saving tools and techniques to generate a customer-focused proposal.

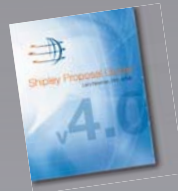
The Challenge

Are you confident that your proposals clearly communicate your solution as the only choice in competitive opportunities?

Winning proposals must do more than present accurate information. Your proposals must convincingly express your strategy and communicate value to your customer.

Improve your overall sales effectiveness by learning to apply proven proposal development tools and skills.

Shibley
Proposal Guide
v4.0



Included with Shibley’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
Sales Professionals	3 Days	Workshop Manual
Account Managers		Shibley Proposal Guide
Sales Support		
Proposal Team		
Solution Managers		

Shibley | 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.