

Capturing Federal Business and Winning Executive Summaries

This workshop combines two of Shipley's most powerful proposal development workshops—Capturing Federal Business and Winning Executive Summaries.

Capturing Federal Business defines capture management as the organized process of planning, organizing, leading, and managing a pursuit to increase win potential. Capture management requires end-to-end commitment and leadership to carry the effort through to the WIN and throughout program execution.

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

- Understand customer buying patterns, value considerations, and selection processes
- Analyze the customer environment, needs, and requirements
- Assess competitive positions with the customer
- Build strategies that maximize win probability

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

Who Should Attend	Workshop Length	Workshop Material
Proposal Contributors	3 Days	Workshop Manual
Business Development		Shipleys Capture Guide
Marketing Professionals		

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.

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