Winning Color Team Reviews

Course Overview

This one-day workshop will help you schedule, plan, and conduct a disciplined but flexible set of color team proposal reviews to improve your probability of winning (Pwin). Using lecture, discussion, and hands-on exercises, you’ll learn best practices to help you submit a more compelling and fully compliant proposal. You will receive a full set of tools and checklists to help you plan and execute effective color team reviews.

You will learn to:

• Understand the various color team reviews and their objectives
• Identify key deliverables that result from winning color team reviews
• Use formal color team reviews to ensure compliance, responsiveness, and customer focus.
• Prepare assigned reviewers with necessary tools and guidelines

In the workshop, you will learn about more than 12 useful tools that support proposal development milestone reviews and how to adapt new skills and approaches to your organization’s needs and markets.

Examples of reviews we address during the workshop include:

• Blue Team #1: Reviews initial capture strategy and capture plan
• Black Hat Team: Predicts competitors’ solutions
• Blue Team #2: Reviews updated capture plan and solution set
• Pink Team: Reviews storyboards and mockups to confirm solution set and to validate proposal strategy
• Green Team: Reviews cost/price solution
• Red Team: Reviews final proposal draft—including price—to predict how the customer will score the proposal
• Gold Team: Approves final proposal and price
• White Team: Compiles lessons learned from capture planning through proposal development to contract award

Who Should Attend

• Business Developers
• Capture & Opportunity Managers
• Proposal Managers
• Business Development and Marketing Leaders

Workshop Length

• 1 Day

Workshop Material

• Workshop Manual(s)
• Shipley Business Development Lifecycle Guide™
• Color Team Review Tools
• BD, Capture, Sales, and Proposal Documents

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