

### Winning with Color Team Reviews

Many organizations conduct color team reviews (e.g., Black Hat, Red Team) or similar activities as part of their business development and proposal processes.

These reviews are designed to help select the right opportunities to bid, confirm win strategies, address proposal and performance risk, and support development of high quality, winning proposals.

### Workshop Description

This interactive workshop introduces workshop participants to nine proven color team reviews that have been proven to help offerors increase their win probability on must-win Federal proposals.

These reviews and associated topics include:

- Where color teams fit in the business development process
- Purple Team: Assesses the probability of winning (Pwin) and alignment with organizational goals
- 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
- Reviewers and assignments: How to get the most out of a color team review

### The Challenge

Do your team reviews materially improve your business capture activities and proposal quality? Do they make the best use of time and resources?

An organization's ability to effectively and efficiently conduct color team reviews improves decision making and the quality of capture and proposal development efforts. Implementing industry best practices using proven methods and disciplines is essential. Connecting the color teams throughout your business development process contributes to positive results and more efficient, less painful, reviews.

### 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.

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

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](http://www.shibleywins.com).