

### Winning with Task Orders: Course Overview

Many government agencies frequently use task order contracts to streamline procurement activities while obtaining quality support.

It is critical that your organization meets the range of challenges encountered when bidding task orders, including quick response, high volumes of task orders, limited advance intelligence on upcoming bids, and intense competition.

Adjusting your business development process to better fit task order bids will position your organization to win more business and reduce the inefficiencies and pain associated with current task order proposal practices.

### Workshop Description

This interactive workshop introduces key principles and practices for winning task order proposals, and how they are applied throughout the business development process.

Through lecture, discussion, and exercises, workshop participants will learn important distinctions between task order proposals and other proposal forms, and their similarities—enabling participants to make better bid/no-bid decisions, create better focused proposal strategies, and create more efficient task order proposal response processes. Topics covered include:

- The nature of task order proposals and challenges to winning them
- Increasing your batting average—how to make smart task order bid decisions
- How capture planning works in a task order world
- Quick response task orders—essential elements of preparation
- How to tailor your business development process to fit task order bids
- How to best leverage work performed on the contract vehicle proposal and previous task order proposals

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

Is your organization winning its fair share of task orders as a prime or subcontractor?

An organization's ability to recognize the similarities and unique characteristics of task order bids—and the opportunities and challenges posed by each task order contract—can significantly increase task order wins and efficient deployment of funding and staff.

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