

Managing Federal Proposals: Course Overview

Managing proposals requires a complex variety of skills. There are problems of planning, organizing, developing, and implementing a strategy and leading a team.

Add to this the need to address the myriad, complex technologies, pricing, and risk management topics typical in formal proposals. Now, stay up to date on the cascading laws, regulations, and acquisition reform initiatives from the government.

Proposal managers who recognize the importance of integrating these elements into a disciplined, repeatable proposal development process have the competitive edge in winning programs with lower investments.

Workshop Description

This interactive workshop builds the proposal management skill set through lecture, discussion, simulations, and exercises.

Workshop participants learn the validated Shibley proposal process and how it fits into the business development lifecycle. The skills learned address:

- Managing proposals that score high in evaluations
- Capitalizing on early customer positioning and marketing intelligence
- Developing a Proposal Management Plan (PMP), including:
 - Customer Intelligence and Competitive Analysis
 - Proposal Strategy and Themes
 - Proposal Operations
 - Proposal Development Schedule
 - Annotated Proposal Outline
 - Proposal Production and Delivery
 - Effective Kickoff Meetings and Proposal Reviews
 - Compliance Checklists

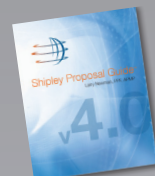
The Challenge

Proposal managers often face chaos—the chaos of proposal development timelines, requirements, and personnel problems.

Are your proposal managers prepared? Can they bring planning, discipline, leadership, process knowledge, strategic solutions, and customer focus to proposal development?

Will they be prepared to manage diverse teams from remote locations, integrate government special programs, and bring order and excellence to the proposal table?

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
Anyone who manages government proposal efforts	2 Days	Workshop Manual
	2 Units	Shibley Proposal Guide



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.