

### Winning in the Cost Volume: Course Overview

Learn how to enhance your win probability, improve profit margins, reduce financial risk, and minimize cost decrements during contract negotiations with properly developed cost volumes. Clear, persuasive, and trackable cost volumes include the following:

- Accurate and acceptable estimating techniques
- Clear task descriptions
- Supportable Basis of Estimates (BOEs)
- Brief yet comprehensive cost volume summary

To best meet the specific needs of each client, this modular workshop may be tailored to a specific audience. For example, managers may want to focus on developing the cost volume and cost volume summary, while contributors may need to focus primarily on how to prepare task descriptions and BOEs.

### Workshop Description

This interactive workshop builds practical skills through lecture, discussion, and skill-building exercises. The training addresses critical issues needed to gain a strategic advantage by enhancing the skills of the people who manage and prepare cost volumes:

- Understand how cost volumes are evaluated and what increases cost in evaluation
- Learn acceptable, allocable, and allowable costs
- Learn why and how to develop the RFP requirements checklist, CLIN, CDRL, WBS, and Program Control Matrix
- Learn to develop a WBS and WBS dictionary
- Develop appropriate and acceptable estimates
- Develop good task descriptions
- Develop defensible BOEs
- Learn the impact of and how to prepare for DCAA Fact Finding

Who Should Attend	Workshop Length	Workshop Material
Section Writers	2 or 3 Days	Workshop Manual
Cost Account Managers	2 or 3 Units	Shipleys Proposal Guide
Proposal and Volume Leaders		
Anyone who writes or reviews descriptions and BOEs		

### The Challenge

Are you confident that your cost volumes help you win profitable federal business?

With increasing emphasis on “Best Value” in federal procurements, the cost volume is often the tie breaker. Yet, few organizations have sufficient employees who know how to prepare well-organized, persuasive sales documents. Finishing in time for an adequate review is challenging, let alone preparing a cost volume summary that supports your claim to offer best value.

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).