

Shipley Proposal Guide

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Mr. Newman authored the Shipley Associates Proposal Guide. In its 4th edition, published in 2011, this award-winning 266-page reference guide presents clear, concise guidelines on 62 business development topics and includes 17 model documents.

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Shipley Capture Guide provides guidelines and best practices for About Shipley Since 1972, Shipley Associates has provided organizations and individuals with business development services focused on winning business in highly competitive environments.

Shipley Business Development Lifecycle Guide

the binder. Note that in page-limited proposals, the executive summary is considered part of your technical proposal. An alternative is to make the executive summary the first part of your volume summary in each volume of the proposal. Summarize at all levels: proposal, volume, section, and question. See organization. Because the executive

Executive Summaries

Using Model Documents Shipley Associates Capture Guide ... Proposal Guide as closely as possible. Some documents illustrate potential formats; others were altered to disguise the original seller or customer. Some have been shortened or displayed in a reduced, thumbnail form to make this Capture Guide more compact.

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First list the customer's issues, then the relative weight of each issue as perceived by the customer. Establish the relative weight of each issue in one of three ways: (1) Use the customer's evaluation

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criteria, (2) Assign a weight, forcing the total score to equal 100, (3) Assign an arbitrary weight (such as 1-5).

Strategy

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Proposal writing is not easy: • First, you have to write collaboratively in a compressed time frame and a fiercely competitive marketplace. • Then, you have to learn to be responsive, compliant, clear, concise, consistent, strategic, and customer focused, all at once.

Writing Winning Proposals - Home- International

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The Shipley Capture Guide contains over 228 pages of guidelines, best practices, and tips for improving capture planning, strategy, and management. Business Development professionals will find value in referring to these best practices, including several annotated Capture Plan templates that provide models for capture teams.

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