

## Capture Planning Shipley Associates Proposal Guide Capture

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### Capture Planning Shipley Associates Proposal

Capture Planning is an opportunity-specific process following the pursuit decision gate milestone that continues in parallel with proposal planning and preparation until the opportunity is awarded. Relying on the capture plan to quickly prepare the initial proposal management plan both saves time and presents a consistent message to the customer.

### Capture Planning - Shipley Associates

As defined by Shipley Associates Capture Planning Lindsay Diven, CPSM | marketerstakeflight.com BUSINESS DEVELOPMENT PROPOSAL MANAGEMENT CAPTURE PLANNING LET'S DEFINE Capture Planning Lindsay Diven, CPSM | marketerstakeflight.com Capture Planning Progression • Developing a dedicated focus on winning a particular pursuit Unknown Position ...

### 2020 - SMPS RT - Capture Planning v01

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### Shipley Associates - Helping you win business!

A capture plan is therefore the first step in the proposal development, leading to the writing of a winning proposal. Shipley's bidding process has 7 steps When we described the capture plan above as a first step, this is because the previous steps: segmentation, positioning and qualification, should be seen in Shipley's bidding process as a funnel through which different contract options are filtered.

### Capture Planning - development of sales strategy ...

Model Documents illustrate best practices and alternative approaches to capture planning tools and job aids. The Model Documents Table of Contents (preceding page) lists capture planning-related documents in the Capture Guide and the Proposal Guide. None of the models are intended to be used as is. Use them to improve your

### Model Documents Table of Contents - Shipley Associates

Shipley Associates Capture Guide Strategy 1. Distinguish strategy at different phases of the business development process. 2. Analyze your current position using standard, universally understood, integrated, and accepted tools. 3. Define and agree to use common terms and definitions. 4. Define a specific capture objective after your pursuit decision to better

### Strategy - Shipley Associates

Shipley Executive Summary Copyright 2011 Shipley Associates. All Rights Reserved. 51 Associates Proposal Guide Check the focus of your executive summaries against the ...

### Executive Summaries

This capture planning is critical for success as it expedites understanding of the customer, contract requirements, and competitive landscape. During the proposal phase, we tailor our services to your level of needs. We leverage proven Shipley methodologies to build or analyze your proposal process.

### Capture Planning and Proposal Management | Entellect

Shipley Capture Guide, 2nd Edition. Like the . Proposal Guide, several organizations have selected it as the basis for professional capture management certification. He has developed and facilitated numerous Shipley Associates workshops in capture . planning, proposal writing and management, executive summary writing, sales writing, and costing.

### Shipley Business Development Lifecycle Guide

Learn how to write winning proposals and capture business Learn the secrets of business development, including how to win before the RFP is even released and proposal writing. You are welcome to browse and learn from the hundreds of free articles on proposal writing and business development that we have published over the years.

### Articles - captureplanning.com

proposal is written will give your writer clear direction and reduce the number of edits to the final document, speeding up the entire process. Shipley calls this team the pink team. If, after capture planning, you decide to go ahead and bid, you'll need to work out a plan of action for giving your business the best chance at success.

### A Guide to Winning Proposal Methodologies - Bid Solutions

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Proposal Guide here. Today's topic is capture planning. Capture planning is the pro-cess of identifying opportunities. ... Capture planning relates to complex sales, not simple sales. Simple sales have few people involved, (usually just the seller and the buyer); a short sales cycle.

### Capture Planning

writing winning proposals. This course will give you a system and guidelines on writing a successful business proposal. UPCOMING COURSES. Shipley helps you win more business It's what inspires and drives us. ... ePublication Shipley Capture Guide V3.0 ...

### Home - Shipley Limited

Shipley Associates - 7 Pillars of Effective Proposals. Presented by: Brad Douglas, ... (Capture) Proposal Planning Bid & Proposal Development Post- Proposal Activity PHASE 5 PHASE 6 PHASE 7PHASE 2PHASE 1 PHASE 3 PHASE 4 5. RFP/RFQ Release Submit Peaks and valleys of activity

### Session 5: Shipley Associates - 7 Pillars of Effective ...

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### Shipley Germany Shipley Germany - Proposal Management

Specific Capture training such as Shipley Associates Business Development and Capture Planning for Strategic Wins SKILL REQUIREMENTS 10 years' experience in complex, solutions focused IT sales, engineering or capture experience in Public Sector (Software company preferred)