

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

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Executive Summaries

Topics include: Proposal Strategy Customer Focus Outlining Storyboards and Mockups Task Order Proposals Grant Proposals Active/Passive Voice Bid/No-Bid Decisions Compliance and Responsiveness Page and Document Design Virtual Team Management

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