

**Training is an  
Investment in Your  
Future Success**

New to proposal management or an experienced pro, there is always opportunity to improve and enhance your skills.

Our proposal training courses are designed to help both novice & experienced proposal team members.

Some of the benefits you should expect from our proposal training services include:

- ▶ Increased productivity
- ▶ Improved participation in the development of a proposal
- ▶ Increased proposal staff job satisfaction
- ▶ Improved customer satisfaction with your submitted proposals
- ▶ Higher proposal evaluation ratings
- ▶ Increased Probability of Win (Pwin)

***Can you afford not to put your company in its best position to win?***

## Proposal Training

Leveraging more than 30 years of proposal management experience, we offer numerous one-half or full-day courses covering a broad spectrum of proposal management topics. Listed below is each available course, a summary description, and length. Each course is an instructor-led event with many including hands-on and group exercises to help reinforce learning.

| Course Name  | Summary Description  | Length   |
|--|--|----------|
| Managing Competitive U.S. Government (USG) Proposals         | Covers all aspects of USG Requests for Proposal (RFPs), competitive source selection, & proposal management techniques needed to develop comprehensive, compliant, compelling proposal submissions                 | One Day  |
| Understanding the Proposal Development Process               | Designed for proposal & non-proposal professionals, this course explains the entire proposal development process for both commercial & government proposals  | Half-Day |
| Understanding Your Role on the Proposal Team                 | Identifies the various roles & responsibilities for each member of a proposal team   | Half-Day |
| The Importance of Proposal Win Themes                        | Explains Win Theme use within a proposal & provides exercises to learn their development   | One Day  |
| Past Performance – Managing Your Corporate Resume            | Discusses importance of past performance in government proposals, its evaluation, & methods to improve your proposal's past performance volume   | Half Day |
| Maximizing the Effectiveness of Your Executive Summary       | Hands-on training course to improve your development capability of the most scrutinized, often non-evaluated portion of every proposal   | One Day  |
| Using the Capture & Proposal Readiness Indicator (CPRI) Tool | Hands-on training course addressing implementation of our CPRI assessment tool within your organization  | Half-Day |
| Improving the Effectiveness of Your Proposal Reviews         | Presents a look at the various proposal color teams/milestone reviews, common pitfalls, & how you can improve them to add real value to your proposal process  | One Day  |
| Applying Lessons Learned from Your Proposal Efforts          | A how to look at implementing a best practice proposal lessons learned process to help your organization identify what works & what doesn't – allowing them to continue improving                                  | Half Day |
| Measuring Your Success – A Look at Proposal Metrics          | Identifies best practice performance metrics that can help you perform trend analysis, track your proposal team's performance, & identify problem areas before they impact your team's ability to win new business | Half Day |

Contact us for any of your acquisitions, capture, or proposal management training needs.