



COURSE CRITIQUE COMMENTS AND METRICS

"I walked away feeling extra knowledgeable about preparing to WIN contracts."

Participants have unanimously rated the quality of instruction as excellent.

"Fantastic course and engaging presenter!"

"You are a winner...I really enjoyed your presentation, precise and to the point..."

"...your class had the best content and the most practical information of any class we have taken..."

"I can't imagine a better presentation."

Course Offerings:

- BD Essentials
- Winning GovCon: Planning Matters
- Capture Management
- Proposal Management
- Proposal Development

Plan To Win, Inc. has provided training to nearly 260 students in 19 different training sessions for the following organizations:

- University of Central Florida (UCF) Business Incubator
- Florida Small Business Development Center (SBDC) at UCF
- Florida SBDC at Eastern Florida State College (EFSC)
- Numerous clients in the Federal Government industry

Training Approach and Course Features

- Course Level Learning Objectives customized based on Training Needs Analysis (TNA)
- TNA based on Process Assessment, Lessons Learned Survey administration, and results analysis
- Course Training Materials developed to address specific training needs across the entire business development (BD) life cycle, including opportunity identification and the capture planning and proposal management processes
- Course Training Exercises tailored based on trainee suggested solicitation provide training by-products that can be used in real-world proposal development efforts
- Capture and Proposal Management Templates delivered to provide the Capture Manager and Proposal Manager with the organizational tools needed to develop winning bids

Training Consultant / Coach / Mentor, Deb Yeagle

- Certified Foundation Level, Association of Proposal Management Professionals (AM.APMP)
- Certified Project Management Institute (PMI) Project Management Professional (PMP)
- Over 25 years of experience in Federal Government
- Over 10 years of experience developing winning capture strategies and proposals in industry
- Over \$3.8B in Federal Government contract awards
- Provides services in BD, capture management, proposal management, and proposal development

Contact Deb Yeagle, debyeagle@plantowin.biz, 540-907-6789, to discuss your training needs, talk through potential exercise scenarios, and schedule your training session.



TRAINING MATERIALS / DELIVERABLES

Comprehensive Process-Related Training Topics

- Business Development (BD) Lifecycle
- Opportunity Sweeps
- Pipeline Management
- Opportunity Research
- Sources Sought Notices (SSNs) / Requests for Information (RFIs)
- Pursuit / No Pursuit Analysis
- Capture Planning Activities, By-Products, and Timeline
- Capture Management Team Roles & Responsibilities
- Key Factors to Winning Bids
- Bid and Proposal (B&P) Costs
- Customer Environment Research
- Call Plan Development and Execution
- Capabilities and Gap Analysis
- SWOT Analysis
- Opportunity Shaping
- Teaming and Teaming Agreements (TAs)
- Competitive Analysis
- Proposal Development Timeline
- Proposal Development Team Roles & Responsibilities
- RFP "Shredding"
- Bid / No Bid Review
- Proposal Development Schedule
- Proposal Kickoff Meeting
- Compliance Matrix Development
- Volume Template / Outline Development
- Book Boss / Writing / Graphics Development Assignments
- Proposal Training / Writing Guidance
- Win Strategy / Win Theme Development
- Storyboard Development
- Data Call Development
- Question Collection, Development, Review, and Submission
- Work Breakdown Structure (WBS) and Basis of Estimate (BoE) Development
- Daily Stand Up Meetings
- Data Call Response Tracking / Review / Integration
- Color Reviews and Recovery
- Editing / Desktop Publishing
- White Glove Inspection
- Production
- Submission
- Lessons Learned / After Action Review (AAR)
- Award Preparation
- Debrief

REINFORCED LEARNING THROUGH JOB AIDS & TOOLS

Templates

- Past Performance Template
- Resume Template
- Call Plan Template
- Black Hat Template
- Bid / No Bid Review Brief Template
- Proposal Development Schedule Template
- Proposal Kickoff Meeting Brief Template
- Proposal Training / Writing Guidance Brief Template
- Compliance Matrix Template
- Storyboard Template
- Data Call Templates
- Color Review In-Brief and Out-Brief Templates

Exercise By-Products

- Past Performance References
- Partial Call Plan
- Proposal Development Schedule
- Proposal Kickoff Meeting Brief
- Proposal Training / Writing Guidance Brief
- Partial Compliance Matrix
- Preliminary Win Themes
- Storyboard for Trainee Suggested Writing Assignment
- Inputs for Technical Data Call
- Solicitation Questions
- Color Review In-Brief and Out-Brief