

Plan To Win Capabilities Brief



"...to be a winner, you must plan to win, prepare to win, and expect to win." - Zig Ziglar

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Proprietary Plan To Win

Why Plan To Win?



- **Every business vision needs strategy, proper planning, and action to succeed.**
- Our goal at Plan to Win is to help clients like you **grow your business** and **win contract awards** *through proper planning*.
- Whether it's helping you develop your strategic vision and roadmap, identifying strategic business opportunities, preparing pre-RFP win strategies and campaigns, or performing proposal planning, we help you **get ahead of your competition**.

Client testimonials: *"... ability to perform deep market research into complex technical problems was invaluable..."*
"... enabled us to submit a compliant and compelling proposal, and we could not have finished it without her..."
"... our go-to for any capture, strategy, or proposal development effort.... "

Full Business Development Life Cycle Support

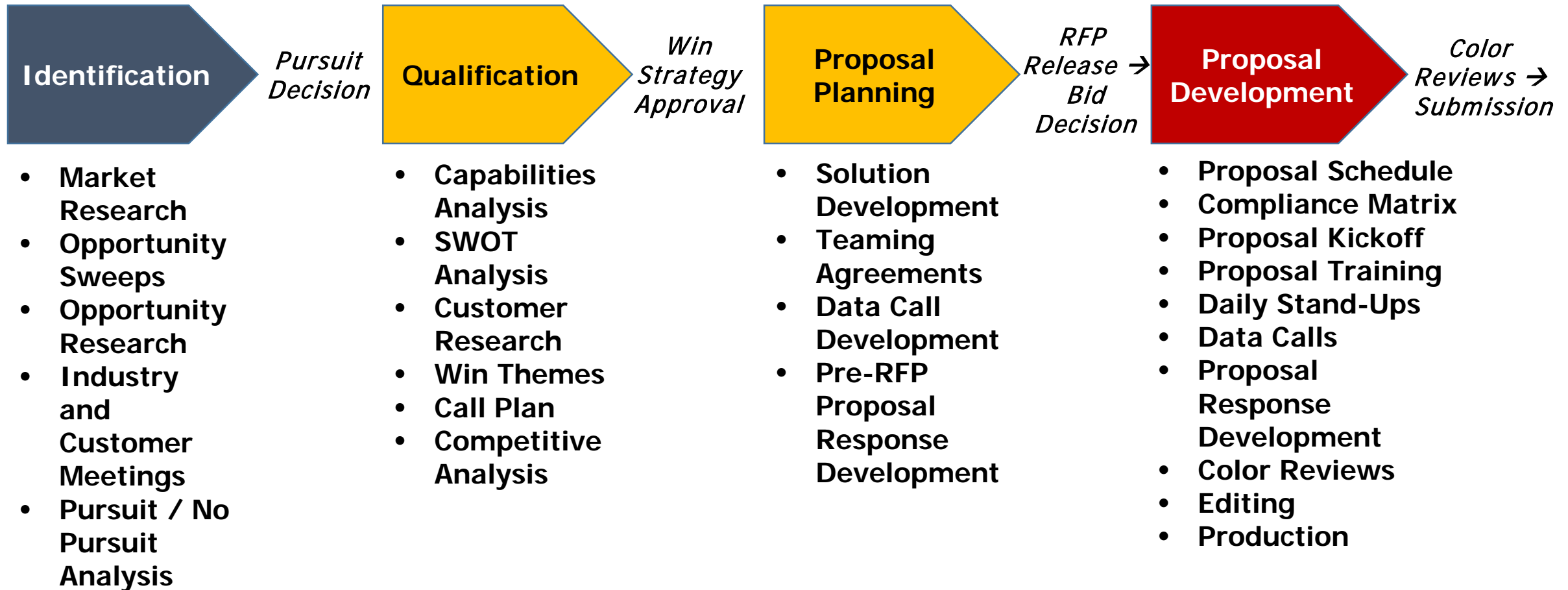


Function / Role Legend:

BD Lead

Capture Manager

Proposal Manager



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Services



- We provide the full range of hourly business development services to help grow your business and win contract awards, including:
 - opportunity identification,
 - opportunity qualification and proposal planning (capture), and
 - proposal management and development.
- Our **BD services** help you to establish strategic goals and build a pipeline of opportunities to grow your business.
 - With our recommendations for pursuing opportunities and bid strategies, you can make sound decisions on where to invest resources for capturing new contract awards.
- Our **capture management services** help you to qualify opportunities and perform proposal planning.
 - We help you plan, manage, and execute capture activities and develop win strategies.
 - We lead and support solution development and perform competitive analysis to increase your Pwin.
- Our **proposal management and development services** help you to submit compliant, compelling, winning proposals.
 - We help you with writing and review support for RFI, SSN, and RFP responses.
 - We can help you build a library of past performance references to support prime and subcontracting bids.
 - We will lead proposal management activities to provide process leadership, organize the proposal project, and coordinate the proposal development team.
- Our **corporate communications services** help you to market your services and products to potential customers and teaming partners.
 - We help you to develop marketing collateral and branding / marketing campaigns. Our content development and management services help engage your social media followers and increase your brand recognition.

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Products



- **Business Development**

- Strategic Plans
- Opportunity Pipelines

- **Capture**

- Capture Plans
- Win Strategies
- Black Hat Competitive Assessments and Recovery Plans

- **Proposal**

- White Papers
- RFI and SSN Responses
- Technical and Management Proposals and Solutions
- Past Performance References
- Proposal Development Schedules and Compliance Matrices
- Proposal Outlines
- Templated Resumes
- Conceptual Graphics

- **Corporate Communications**

- Marketing Collateral
- Communications, Branding, and Marketing Campaign Plans
- Website and Social Media Content

Diverse Federal Government customer operations and BD experience:

- Department of Defense (DoD) (U.S. Army, USAF, U.S. Navy, USMC, Other Agencies)
- Intelligence Community (IC)
- Department of Homeland Security (DHS)
- Department of Veterans Affairs (VA)
- Department of State (DoS)
- Department of Energy
- Department of Treasury

Deep and broad understanding of Federal Government contract requirements:

- IT Services and Products
- Training and Advisory Services
- Counterterrorism
- Homeland Defense
- Engineering
- Modeling & Simulation (M&S)
- Research and Development (R&D)
- Intelligence Analysis
- Logistics
- Program Management Support Services
- Strategic Communications
- And many others...

Training



- 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 life cycle, including the capture planning and proposal management/development 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

Course critique comments: *"...your class had the best content and most practical information of any class we have taken..."*
"The instructor was amazing and knows her stuff!"

Assessments



- Independent **process and product assessment** to streamline your BD efforts and improve your overall win rate to grow your business
- **Structured, sequential, repeatable assessment approach** delivers **actionable results**



Assessment Phase	Assessment Activities	Deliverables
Planning	<ul style="list-style-type: none"> • BD, Capture, & Proposal Artifact Research • Assessment Goals, Approach, and Plan Development 	<ul style="list-style-type: none"> • Assessment Project Plan • Tailored Interview Questions based on Established Question Bank
Evaluation	<ul style="list-style-type: none"> • Staff Interviews and Surveys • Product Reviews 	<ul style="list-style-type: none"> • Proposal Lessons Learned Survey Template
Analysis	<ul style="list-style-type: none"> • Trend Analysis • Root Cause Analysis 	<ul style="list-style-type: none"> • Capture and Proposal Planning Tools and Templates
Reporting	<ul style="list-style-type: none"> • Recommendations Development • Debrief / Report Development 	<ul style="list-style-type: none"> • Debrief in Report (Word Document) or Presentation (PowerPoint Brief) Format

Lifecycle Phase Process Assessment	Processes Assessed	Products Assessed
BD: Identification Phase	<ul style="list-style-type: none"> • Target Market Identification • Opportunity Identification • Opportunity Sweeps • Pursuit Analysis & Decision Making • Status Reporting & Metrics Collection 	<ul style="list-style-type: none"> • Market Research Results • Strategic Plan & Growth Goals • Pipeline & Prime vs. Sub Bids • Pursuit Analysis Results & Priorities • Meeting / Review Schedule & Notes
CAPTURE: Qualification Phase	<ul style="list-style-type: none"> • Capability & Gap Analysis • SWOT Analysis • Call Plan Development & Execution • Competitive Analysis 	<ul style="list-style-type: none"> • Capability & Gap Analysis Results • SWOT Analysis Results • Call Plan • Competitive Analysis Results
CAPTURE: Proposal Planning Phase	<ul style="list-style-type: none"> • Win Theme Development • Win Strategy Development • Solution Development • Data Call Development • Proposal Planning 	<ul style="list-style-type: none"> • Win Themes • Win Strategy • Solutions • Data Calls • Draft Proposal Products
PROPOSAL: Proposal Development Phase	<ul style="list-style-type: none"> • Proposal Management • Proposal Writing • Proposal Review • Proposal Production • Communications 	<ul style="list-style-type: none"> • Proposal Schedule • Compliance Matrix • Proposal Kickoff Briefs • Data Calls • Proposal Outlines & Writing Structure • Proposal Graphics • Debriefs

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Why Outsource BD Services to a Consultant?



- **Are you too busy with day-to-day operations? Is it difficult to focus on your company's future when you are consumed with the challenges in the here and now?**
 - We help you keep your vision alive to grow and develop new business while you focus on current operations.
 - We will not only help you develop strategic plans, opportunity pipelines, capture plans, and win strategies, we will help you monitor, control, and execute these strategies and plans to achieve results.
- **How well do you know your competition?**
 - We perform in-depth competitive analysis and "Black Hat" assessments to help you gain new perspectives on how you stack up against your competition and how to address any weaknesses with your bid *before* an RFP is released.
 - Then we help develop and execute a recovery strategy so that you can move ahead of your competitors to win more bids.
- **Do you know what keeps your customers up at night?**
 - Understanding your customer's requirements is key to winning contract awards, but you also need to identify specific customer pain points and challenges to give you the winning edge.
 - We help identify what's important to your customer beyond their stated requirements, then provide solution development support to describe how your capabilities and experience can solve your customer's problems.

Why Outsource BD Services to a Consultant?



- **Do you need assistance developing winning proposals?**
 - Our proposal management and development services, including process leadership, organization of proposal projects, coordination of proposal resources, writing and review support, and past performance library development, help you deliver compliant and compelling proposals to win contract awards.
 - We also help you respond to requests for information (RFIs) and sources sought notices (SSNs), and develop white papers to support opportunity shaping.
- **Could your services and products get a boost from more exposure?**
 - We can help develop marketing materials, branding and marketing campaigns, and communications plans.
 - We provide content to help you develop and maintain a presence on the web and through social media channels. By developing influential messaging and targeting audiences across the most appropriate channels, we help increase your brand recognition.
- **Do you need an outside perspective to evaluate your current business development processes?**
 - We perform process assessments and deliver actionable recommendations based on our insights and observations to support business process improvements.
- Our flexible hourly rate for services and firm fixed pricing for products provides you with options to **start to Plan to Win!**

Unique Expertise



Feature	Benefit
Thorough understanding of business development, capture management, and proposal management processes	Provides a structured framework to identify, qualify, and Plan to Win new business.
Operational background	Understands what it takes to successfully execute and win contracts from both Federal Government and Industry perspective
PMP and CPM certified	Applies a project management approach to navigate the BD life cycle.
APMP certified	Demonstrates competency as a professional in proposal management.
Diverse customer experience	Applies familiarity with a wide variety of federal government customers and mission sets.
Detailed and analytical approach for obtaining a deep understanding of customer requirements	Evaluates what's needed to develop compliant proposals.
Creative and innovative problem solving approach for applying capabilities and experience to develop solutions	Delivers unique and award winning responses to meet customer requirements and solve customer challenges.
Published author	Applies excellent writing skills to develop winning proposals and other BD products.
Extensive network of contacts in the federal contracting community, both federal government and private industry	Provides relationship building for teaming support and business intelligence information sharing.
Excellent communication and interpersonal skills	Provides clear and interactive guidance, status, and follow up to deliver actionable results and to collaborate on solutions.
Exemplary leadership, coaching, and mentoring skills	Allows learning to occur as part of guiding your business to grow and establishes best practices to Plan to Win .

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Let's Plan To Win Together



- Business Development
- Capture Management
- Proposal Management
- Proposal Development
- Training
- Process Assessments
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