

# **Shipley Associates Proposal Guide**

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aspects that make a winning proposal. Some key techniques are things like incorporating customer focus throughout the proposal... Shipley Associates - Helping you win business! Shipley Associates Capture Guide

7 Use an Integrated Solution Worksheet to arrive at a competitive solution that is aligned with the customer's issues and requirements. The Integrated Solution Worksheet (ISW) is a powerful analysis tool throughout the capture process. The ISW is first developed as part of the capture plan. Strategy For any questions regarding Shipley's Training & Certification program contact Mallery Price at [mprice@shipleywins.com](mailto:mprice@shipleywins.com) if you have any training questions. Public Workshops Shipley Associates offers a comprehensive curriculum of public

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2008-11-11 at the Wayback Machine) ^ a b Ricci, Laura; (1996–2007), *The Magic of Winning Proposals* (publisher R<sup>3</sup>) ISBN 0-9657399-1-0.

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