



Breakthrough Business Solutions

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### SHRED -TO-RED® PROPOSAL SERVICES

Both large and small businesses are finding creative ways to make the most of proposal resources. Few companies have the luxury of a full-time proposal team at-the-ready.

You have the technical experts to address the client solution, and have an in-house coordinator to manage the process and production. What is frequently missing, however, is a knowledgeable proposal expert to ensure effective messaging and RFP compliance.

The solution? **SHRED -TO-RED®** Proposal Services. These services typically include:

- Preparing a detailed **Shred Package** that will be used at your Proposal Kickoff and as a guide for managing the entire proposal process. This includes: a summary of requirements and compliance mapping, a detailed outline, a schedule, a review of the evaluation factors, templates (particularly helpful when there are page-restricted proposals or proposals requiring subcontractors), and a proposal compliance checklist.
- Conducting the **Proposal Kick-off Meeting** where we assist you in: identifying themes and discriminators, identifying places to "ghost" your competitors, making writing assignments, and obtaining consensus on proposal content.
- Either conducting OR participating in a proposal **Red Team** review. Specific comments on the content and recommendations are provided

By adding this service to the beginning and end of the process, you can keep in-house staff focused on what they do best, while ensuring a highly competitive proposal. The service offers a fresh review of requirements and an unbiased critique by a seasoned evaluator not vested in the writing process.

The rate is fixed price and starts in the range of \$3K, depending upon the complexity of the initiative—for example, a highly detailed engineering proposal to the military with complex proposal requirements and a plethora of specifications versus a 15-page task order proposal for administrative support. The service also considers how experienced your in-house technical proposal writers and coordinators are and if additional coaching or story boarding are needed.

Additional services are available—such as pricing, team formulation consultation, proposal coordination, writing or re-writing, editing, the merging of Red Team comments, and graphics and production support.

The "heavy lifting" that ensures a quality, winning proposal comes at the very start of the initiative. Invest in it! A well-planned, well-thought-out proposal often avoids last minute mayhem, "all nighters," and noncompliance oversight. Most important, it provides the benefit of an impartial third party evaluation on your competitiveness.

**SHRED -TO-RED®** augments your proposal team without a hefty consultant tab.

To discuss how these services can work for you, contact **Sid Jaffe** at **703-855-3160** or **sid@sidjaffe.com**.