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## Associates Proposal Guide

Outline in general terms how you will commence operations. 4.3.2. Provide a high -level schedule showing the timing of transition activities from contract signing through to handover of services delivery. 4.3.2. Provide an organization chart for your transition

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team. 4.3.2. Identify roles of key resources on the transition team.

4.3.2. Identify resources involved during transition that will be part of the ongoing service delivery team.

7 Characteristics of Effective Proposals - Shipley Associates

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guidance you provided on our capture plan helped us re-evaluate and re-direct our win strategy on this must-win competitive bid.

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proposal (and brief) with a group of people made up of some of the people who made up your 'pink team' and reviewed your win strategy, and people who have not been involved in the process yet but who have relevant experience or insight and can provide a fresh pair of

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eyes. This is your ' red team ' .

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following criteria:

- States the customer ' s vision
- Connects the vision to the immediate purchase
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Executive Summaries

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Proposal Submittal Decision: Yes No

NA mm/dd/yy Copyright Shipley

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- Associates 1 C Gate decisions
  - Record gate decisions on the title page, including dates milestones were passed.
  - B Identify opportunity
  - List preparer.
  - Update frequently.
  - Consider a system that highlights changes for those familiar with prior versions.
- B C

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Model Documents Table of Contents -  
Shipley Associates  
Writing and Managing Federal  
Proposals. Dec 7-11, 2020 Business  
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POWeRful Proposal Writing. Jan 5-7,  
2021 Writing and Managing Federal

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Development Process by using both  
the Capture Guide and the Proposal

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## Guide.

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one main idea per paragraph •Begin with sentence that states main idea •Organize from general to specific, familiar to unfamiliar, etc. •Put details in middle of paragraph •Use transitions to show ...

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