

# Proposal Prospectus

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Winning Solutions Driving Success

# Competitive Environment

Federal contracts are being competed more aggressively all the time. The Government is trying hard to maintain services and reduce cost without compromising quality. Contractors are trying to design solutions that meet the Government requirements and provide best value or low price. These factors call for a comprehensive technically-focused response aligned with your management approach and pricing.

## Why Winning Federal Proposals?

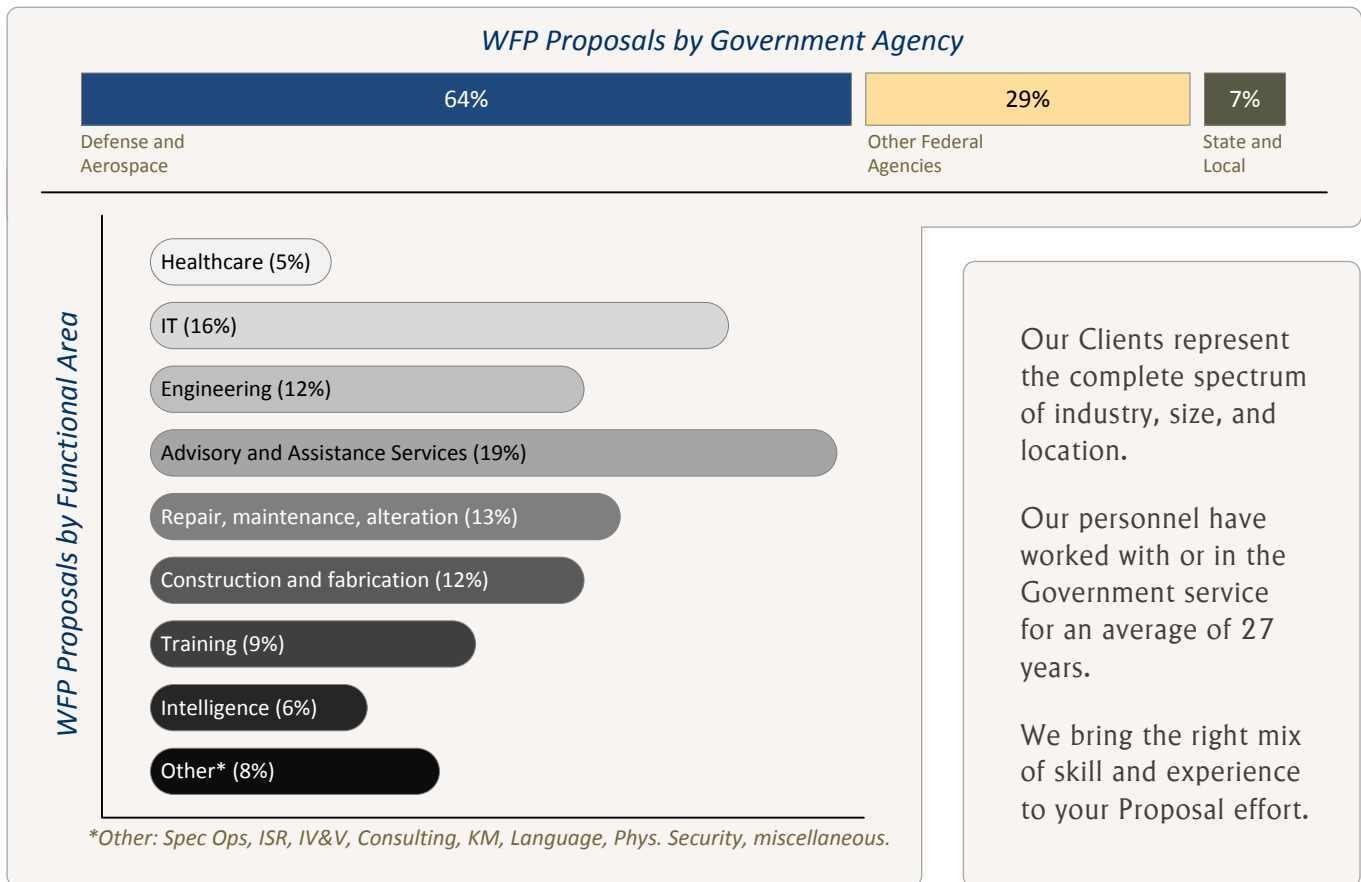
Since 1988, we have worked on thousands of proposals providing technical writing and management services for our clients. We focus on one thing: developing and writing *wi\nning federal proposals*.

WFP Services	Benefits
<b>Proposal Management and Proposal Writers</b>	<p>Our Proposal experts have significant relevant experience managing and writing a wide range of types and sizes of proposals. We are ready now to work with your team to develop a winning response.</p> <ul style="list-style-type: none"><li>➤ With WFP, you have skilled specialists to guide and assist your team in developing winning proposals.</li></ul>
<b>Proposal Technical Subject Matter Experts</b>	<p>With over 215 SME level personnel, we have the right mix of experience and depth of understanding for your technical requirements.</p> <ul style="list-style-type: none"><li>➤ With WFP, you have a single source for experts grounded in the principles of proposal development.</li></ul>
<b>Proposal Training</b>	<p>Our Instructors have years of proposal, training, and leadership experience. We base our training materials and approach on 25 years of experience developing successful proposals.</p> <ul style="list-style-type: none"><li>➤ With WFP, you have a complete training resource for all elements of proposal development.</li></ul>
<b>Price-to-Win Analysis</b>	<p>Our professionals assist in developing an accurate basis of estimate and identifying competing market rates. We use robust and proven winning pricing models to determine pricing targets and options.</p> <ul style="list-style-type: none"><li>➤ With WFP, you have a well researched BOE and sound pricing models to derive an accurate price-to-win.</li></ul>
<b>Business Development Consulting</b>	<p>We have the executive-level and technical experience needed for your capture effort.</p> <ul style="list-style-type: none"><li>➤ With WFP, you work with some of the most experienced personnel in the industry.</li></ul>

## Our strengths include:

- ✓ Our personnel are well-trained in proposal and WFP principles and methods
- ✓ We have significant depth of relevant technical and proposal experience
- ✓ We develop detailed solutions unique to the solicitation, and we understand the importance of an accurate and detailed technical response fully integrated with your management and organizational approach
- ✓ We use an approach tailored to meet client-operating style and needs
- ✓ We focus on winning.

# Services that Drive Success



## Use Winning Federal Proposals to increase your probability of winning

- ✓ We work with your team to develop a *Compliant, Clear, and Compelling solution*.
- ✓ We know the importance of the technical solution and ensure complete integration of all elements with the management approach.

The Proposal development process is relatively standard across the industry, and we use accepted and proven methods to develop your proposal. We also have registered processes, developed by our in-house experts, that are unique to WFP, available to help drive your success:

**Zero-to-Fifty in Five®.** We use a fast-paced disciplined process to bring your project from zero to 50% complete within five days.

**Derivative Gates®.** We use a uniquely defined gate process to ensure full company support and capability to pursue the opportunity.

**Cause-Event-Reality Analysis®.** Our process correlates technical requirements to BOE and Staffing with remarkable clarity and accuracy.

# Winning Federal Proposals

Professional and Technical Services since 1988

## WFP Statement of Confidence:

We are committed to providing only trained and experienced proposal managers, writers, and subject matter experts. We will never over-commit to your project, and we will always meet our commitments by providing the highest quality proposal services available today.

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Winning Federal Proposals is a professional proposal consulting service. Our personnel are located throughout the United States and are ready now to assist you in winning your next contract.

*Contact Winning Federal Proposals  
for Your Next Proposal Effort*



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[www.winningfederalproposals.com](http://www.winningfederalproposals.com)