

Proposal Development Services

> Five months to deadline	4 mo – 6 wks to deadline	< 6 weeks to deadline	Post-submission support
Concept consultation – clarify guidelines; coach sponsor engagement; assess team needs; evaluate project fit with sponsor interests	Concept consultation – clarify guidelines; coach sponsor engagement; assess team needs; evaluate project fit with sponsor interests	Basic consultation – evaluate fit with sponsor interests; assess team needs	Clarification responses – review sponsor request and draft(s) of response to ensure completeness, consistency, and clarity
Facilitated team sessions – refine concept/project focus; complete gaps analysis; converge on team approach/composition	Facilitated team sessions – refine concept/project focus; complete gaps analysis		Site visit preparation – assess team needs; coach approach strategy; develop timeline, team assignments, and identify necessary support resources; review presentation; assist with rehearsals
Competitiveness assessment – identify and assess likely external competitors; assess team’s competitive position/discuss win strategies	Competitiveness assessment – identify and assess likely external competitors; assess team’s competitive position/discuss win strategies		Debrief – meet with team to discuss reviewer comments and determine/discuss resubmission strategies.
Pink Team review – facilitate expert/peer review of written early draft to identify strengths, weaknesses and alternative strategies; ensure clarity of discriminators/win themes			Resubmission planning – work with team to develop timeline for resubmission, discuss/plan for needed team facilitation and/or preliminary research,
Proposal launch – provide proposal-specific tools; ensure roles and responsibilities are assigned and clear across units to meet deliverables	Proposal launch – provide proposal-specific tools; ensure roles and responsibilities are assigned and clear across units to meet deliverables	Requirements review – conduct high-level review of draft proposal documents for clarity and compliance	
In-house content review – research development specialists review of proposal documents for compliance, clarity and conceptual flow	In-house content review – research development specialists review of proposal documents for compliance, clarity and conceptual flow	Possible peer review – distribution to identified peers with feedback directly to team	
Red team review – Mock review panel with feedback session and report	Red team review ‘lite’ – Single review session with proposal team		