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Shipley recommends sharing the 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 eyes. This is your 'red team'.

A Guide to Winning Proposal Methodologies

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Company Overview - Shipley Limited

Mr. Newman authored the Shipley Capture Guide. In its 3rd edition, published in 2011, this 228-page reference guide provides guidelines and best practices for capturing strategic business in a competitive environment. --This text refers to an out of print or unavailable edition of this title.

Shipley Capture Guide eBook: Newman PPF. APMP, Larry ...

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