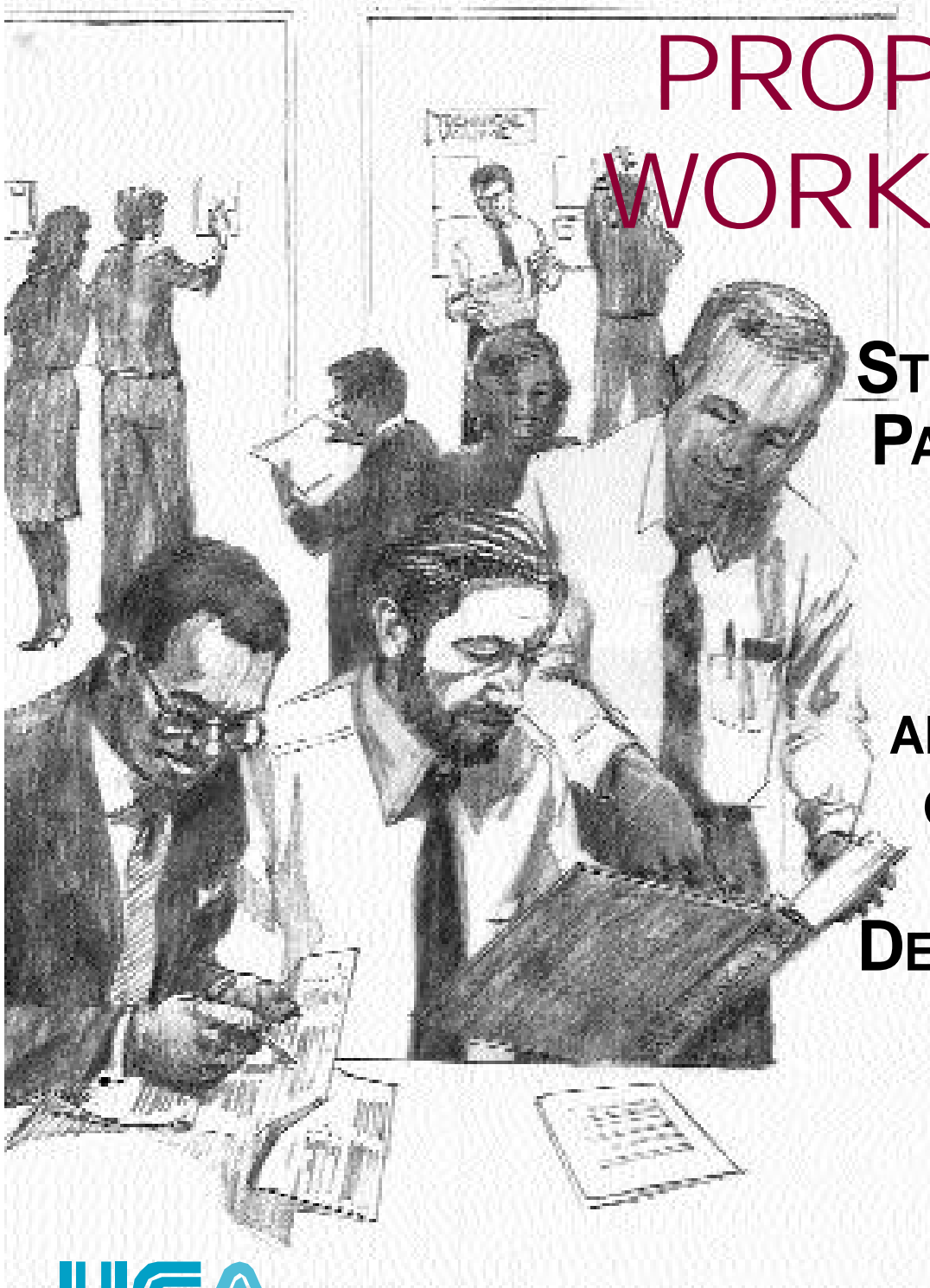


HY SILVER'S NEW HANDS-ON PROPOSAL WORKSHOP



**STEP-BY-STEP
PARTICIPATIVE
PROCESS
TRAINING
IN THE ART
AND SCIENCE
OF WINNING
PROPOSAL
DEVELOPMENT**



H. Silver and Associates®

HY SILVER'S HANDS-ON PROPOSAL WORKSHOP

THE WORKSHOP IS:

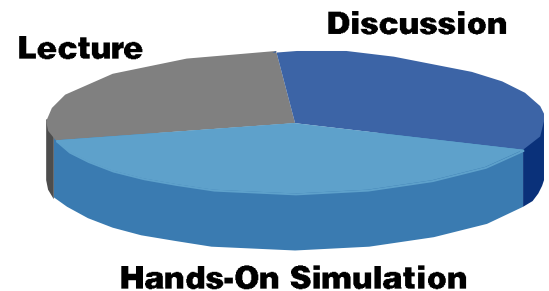
- An intensive, 3-day program on the latest in proposal development techniques
- Conducted by an HSA proposal expert

THE INSTRUCTORS ARE:

- Professional proposal consultants who average 16 years in the proposal "trenches"
- Training specialists who bring experience and reality to the process

THE INSTRUCTIONAL METHOD IS:

- A carefully balanced combination of lecture, discussion, and hands-on practice



OUR WORKSHOP ATTENDEES AGREE

This course has been one of the most applicable courses that I have taken. I wish everyone involved with proposals could take this course.

J. Wallace, Loral

It gave me a complete and thorough overview of the entire proposal process.

Debbie Smith, Computing Devices Canada

Content, materials, and instructor experience and skill were all outstanding. Among the best workshops I've attended.

P. Williams, Sterling Software

Excellent course. Well presented, with a very useful comprehensive reference guide for future use.

A. Exley, BNFL

Great course! Overall rating: A.

K. Rath, GeoQuest

I plan to reread the workbook when I begin to get "lazy" with procedures.

G. Joiner, Foster Wheeler

Can't wait to write my first proposal!

D. Jones, Tennessee Valley Authority

An intensive but enjoyable course.

J. Steer, BNFL

Great hands-on experience. I very much enjoyed the "doing" part.

K. Garrett, 3Com Corp.

I walked into the room with zero knowledge of the subject and left with a wealth of information useful to any professional in today's competitive market.

Private Industry Council of SE Los Angeles County

I enjoyed the workshop thoroughly. I will recommend it highly to my associates.

B. Scott, LB&M Associates

I liked it because it was interactive, hands-on, and in-depth.

T. Gomez, LAMA

Great course for all involved in the proposal process.

K. Sutliff, McDonnell Douglas

Excellent course. This course should be required for all vice presidents, directors, and program managers.

R. Canada, Loral Vought

A stimulating and informative course. It gave me tools and techniques which will undoubtedly enhance my performance.

A. Skill, Rolls Royce

SPECIAL FEATURES

THE WORKSHOP PROCESS

Students learn and practice all skills needed to prepare proposals – proven planning, development, and writing skills that really “work” in the hectic proposal environment. Each skill learned is critical to creating a winning competitive proposal – and we devote a separate chapter of our Student Workbook to each one. For ease of learning, the skills are taught around HSA’s four-step proposal development process. This process was jointly designed by HSA training and proposal specialists – specialists who have accumulated over 250 years of proposal experience. **It is easy to learn and easy to apply.**

MATERIALS

Each workshop participant receives a **400-page illustrated workbook**. It includes 14 chapters on proposal management and development, plus a style guide and **over 20 of HSA’s unique proposal tools** — guidelines, checklists, and templates. The workbook serves as an exceptional reference and step-by-step guide on future proposals.

PROPOSAL SIMULATION

The workshop is built around a **total simulation of a competitively driven procurement**, complete with a bid/no bid decision, strategy and intelligence assessment, request for proposal, and proposal section to prepare — all in a realistically intense, time-limited proposal environment.

TRAIN THE TRAINER OPTION

HSA can also **license you to conduct our workshop on site at your company using your own instructors**. This is extremely cost effective for companies that prepare many proposals each year using large staffs. We train and certify your instructors, supply all the materials, and assist you in any other way necessary to make your own workshops successful.

THE WORKSHOP IS FOR:

- Engineers, Scientists, Technical Professionals
- Proposal Managers and Proposal Support Staff
- Marketeers and New Business Specialists
- Management and Executives
- Everyone Engaged in the Proposal Process

PROPOSALS FROM YOUR CUSTOMER’S VIEWPOINT

- ◆ How Your Customers Evaluate Your Proposals and Select the Winner
- ◆ Examples From a Real Evaluation — The Side You Never See
- ◆ Universal Implications of Evaluation Methods on Competitive Proposal Development

PROPOSAL EVALUATION SIMULATION

Participants Become “Customers,” Evaluating Two Competing Proposal Sections

MANAGING THE OVERALL PROPOSAL PROCESS

- ◆ The Proposal Is Only One Part of a Well-Planned New Business System
- ◆ Conducting Bid/No-Bid Decisions
- ◆ Scheduling the Critical Proposal Activities
- ◆ Efficiently Managing the Process and Cost-Effectively Controlling the Proposal Team

PROPOSAL SIMULATION KICKOFF MEETING

Participants Learn About the Procurement, Company, Competition, and Win Strategy — Teams Select Their Proposal Section To Develop

IDENTIFYING AND ANALYZING CUSTOMER ISSUES

- ◆ Understanding the Need for Proposal-Specific Intelligence
- ◆ How To Intelligently Gather and Use Intelligence
- ◆ Analyzing the Intelligence and Initiating Necessary Proposal Actions

SIMULATION STEP 1: CUSTOMER ANALYSIS

Participants Review Intelligence and Identify Issues, Using the Customer Analysis Template

ANALYZING AND INTERPRETING RFPs

- ◆ How To Correctly and Efficiently Analyze Any RFP— A Logical, Step-By-Step Technique
- ◆ Ensuring You Properly Understand and Interpret the RFP and Its Implications for the Proposal
- ◆ Identifying and Resolving Conflicting Requirements and Areas of Critical Concern

STEP 2: RFP ANALYSIS

Teams Perform a Detailed RFP Analysis, Completing the Customer Analysis Template

“DESIGNING” THE PROPOSAL CONTENT

- ◆ Focusing on the Real Target — The Proposal Content You Must Have To Beat Your Competitors
- ◆ Designing, Competitively Assessing, and Controlling the Proposal Content — Specific Checklists
- ◆ Starting Early and Cleverly To Build Reality Into Every Part of Your Proposal
- ◆ Objectively Assessing Your Proposal Reality, Its Competitive Strengths and Weaknesses

STEP 3: CONTENT ASSESSMENT

Teams Competitively Assess Product Data and Convert It Into True Proposal Content

TAILED WORKSHOP CONTENT

DEVELOPING THE THEME STRUCTURE

- ◆ The Use, Benefits, and Influence of Themes
- ◆ Developing Substantiated Section-Level Themes That Intersect the Scoring System
- ◆ Picking the Right Themes — Strengths & Weaknesses

STEP 4: THEMES

Participants Develop Detailed Themes

PLANNING RESPONSIVE AND COMPLETE OUTLINES

- ◆ How To Develop Any Proposal Outline — Step-By-Step
- ◆ Developing a Responsive and Easy-To-Evaluate Proposal Arrangement
- ◆ Filling In the Outline Framework — The “Must Have” But Often Not-Requested Topics

STEP 5: OUTLINES

Teams Develop the Detailed Outline

CONCEPTUALIZING PROPOSAL GRAPHICS

- ◆ Comprehensive and Quickly Comprehensible Graphics
- ◆ Designing Effective Proposal Graphics — The Graphics Concept Worksheet and Scenario Graphics Template
- ◆ Making Beneficial Points Obvious — Action Captions

STEP 6: GRAPHICS CONCEPTS

Teams Prepare Graphics and Action Captions

COMPLETING THE PROPOSAL STORYBOARD PLAN

- ◆ Using the HSA Scenario Text Storyboard Template
- ◆ First Drafts That Are Better Than Most Final Proposals
- ◆ An Efficient “Continuous Modular Improvement” Process for Storyboard Review and Approval

STEP 7: FINAL STORYBOARDS

Teams Finalize Their HSA Scenario Storyboards

TURNING THE STORYBOARD PLAN INTO A WINNING PROPOSAL SECTION

- ◆ Writing For the Three Types of Evaluators
- ◆ Building Credibility, Conviction, and Reality Into Each Proposal Section — In Text and Graphics
- ◆ How To Weave In Themes Correctly
- ◆ Presenting Your Product/Service Heritage Through Clever Trade Studies

STEP 8: DRAFTS

Teams Use Their Planning Tools To Write Their Selected Sections

REVIEWING AND CONVERGING THE PROPOSAL

- ◆ Using a Logical and Orderly Proposal Review Process — With Both Continuous and Discrete Reviews
- ◆ “Wall” Reviews As a Key Convergence Tool
- ◆ The Right Way To Conduct the All-Important “Red Team” Review

STEP 9: “WALL” REVIEW

Teams Review Other Teams’ Proposal Sections On the Walls

FINALIZING THE PROPOSAL SECTION

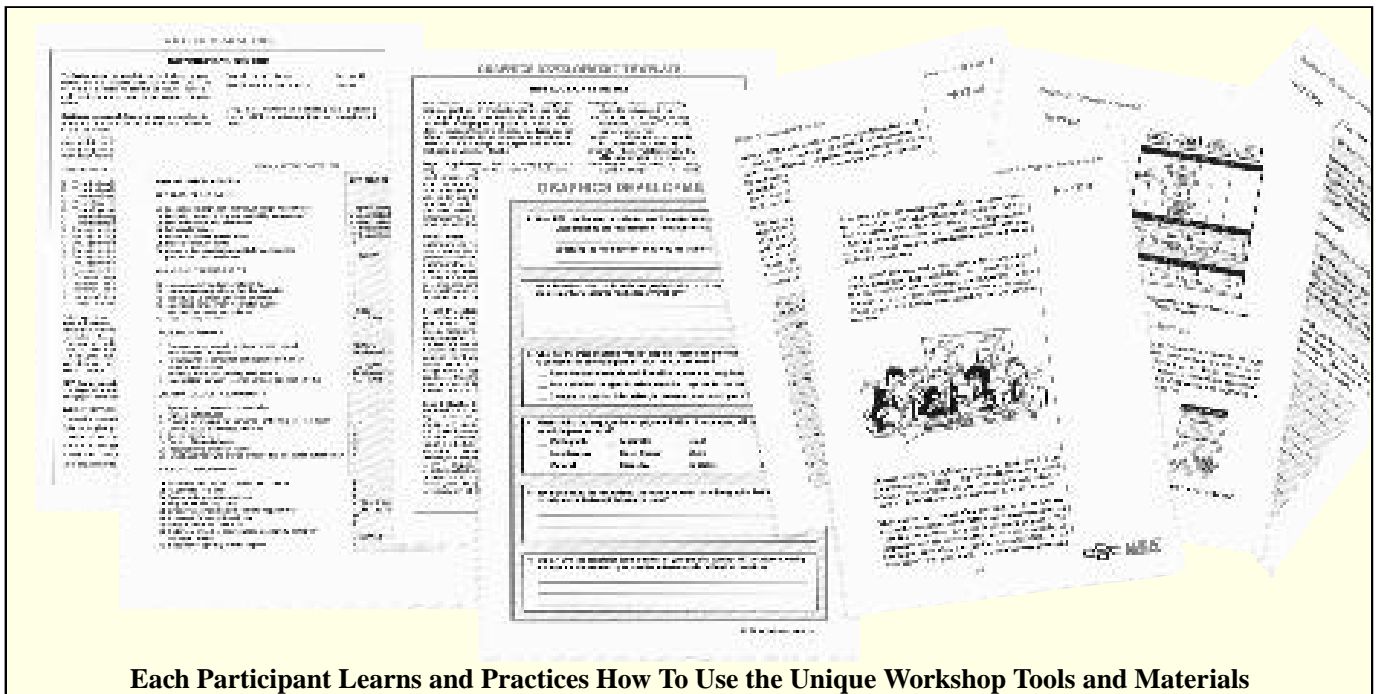
- ◆ How To Select Useful Review Comments, and Then Incorporate Them
- ◆ Completing and Embellishing the Compliance Matrix
- ◆ Meeting Severe Page Limitations If You Must

STEP 10: FINAL EVALUATION

Teams Critique and Score Their Proposal Sections

IN SUMMARY

- ◆ Putting the Hy Silver Process Into Practice
- ◆ Final Tricks of the Trade



Each Participant Learns and Practices How To Use the Unique Workshop Tools and Materials

EXECUTIVE SUMMARY

To win in today's highly competitive Markets, you must train your people to be effective proposal developers and managers — they are your real winning edge! **H. Silver and Associates' three-day proposal workshop** gives participants the knowledge, skills, and tools they need to prepare winning proposals.

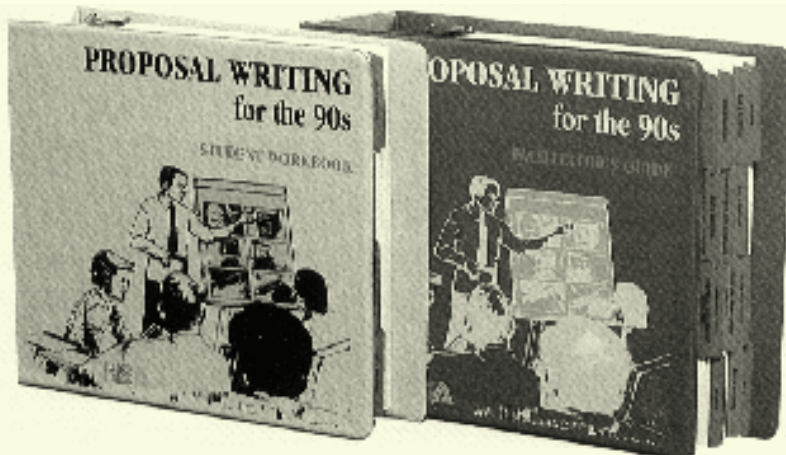
The workshop is a **complete proposal training package for anyone on your company's technical, management, marketing, business, or contracts staff**. Three decades of major U.S. and international proposal experience have refined and perfected the process taught in the workshop — the Hy Silver process. It works! It's efficient! It's effective! It's repeatable! And it's been demonstrated by our **85% win record on 2,200 proposals, for more than 1,000 companies and 100 customers, in 10 different business arenas, in 17 countries**.

Participants learn, discuss, and practice every step of the Hy Silver process — from gathering and analyzing customer intelligence, to analyzing the request for proposal, to planning the proposal in detail, to preparing and reviewing actual text and graphics. The practice is hands-on and intense — the real proposal world! **Using the most sophisticated and complete proposal simulation available today, teams sharpen their skills and learn how to apply the proposal tools HSA gives them.**

And HSA's tools are unique. We have distilled our successful process into a set of specific **checklists, guidelines, and templates** — “**how-to**” instructions for every step of the way. They are part of the **state-of-the-art 400-page workbook** each participant receives to use on all future proposals.

The instructors are world class — practicing proposal consultants specially trained for this workshop. With an average of 16 years in the proposal trenches and hundreds of proposals to their credit, they impart that experience, enthusiasm, and reality that are so important to learning. If you have tough questions, they give you solid answers. **If you want to tailor the process to your company and its proposals, they tell you how.**

HSA's proposal workshop has it all: a proven proposal process, the most realistic proposal simulation, the most effective training methodology, the most detailed materials, and the best instructors. **I guarantee it is the best proposal training available today.**



Respectfully,

Hyman Silver
Chairman and CEO
H. Silver and Associates

Hyman Silver's NEW HANDS-ON PROPOSAL WORKSHOP

(Two Sessions)

Attendance Strictly Limited to 30 Persons per Session

To Register or for Additional Information:

H. SILVER AND ASSOCIATES
1875 Century Park East, Suite 1030
Los Angeles, California 90067-2511

Phone: 310-785-0518

Fax: 310-284-8780

E-mail: hsahq@hsawins.com

Web Site: <http://www.hsilver.com>

INCLUDED WITH THE PROGRAM:

Fee includes all course instruction, the 400-page Student Workbook, case study simulation materials, templates, and checklists. Refreshments will be served. The program fee does NOT include accommodations. Please contact the hotel directly at least 3 weeks in advance. Be sure to mention the **H. Silver Proposal Workshop** to qualify for the group rate.

TIMES: Registration starts at 8 AM on the first day. The program begins at 8:30 AM and ends at 5:30 PM each day.

ON-SITE AVAILABILITY OF THIS OUTSTANDING WORKSHOP

FROM THE WORLDWIDE LEADER
IN PROPOSAL TRAINING

This workshop and a variety of related seminars can be brought to your facility for cost-effective on-site group training, tailored to address the specific needs of your organization. For information on availability and pricing, please contact our west coast headquarters at (310) 785-0518.

REGISTRATION FORM: Registration can be made by mail, telephone, facsimile, or E-mail. **Please indicate which session you wish to attend, complete the form for each attendee, and forward to our office.**

Place VIP code from envelope here: _____

Name: _____

Position: _____

Management Approval By: _____

Company: _____

Street: _____ Mail Code: _____

City: _____ State: _____ Zip: _____

Phone (area code): _____

Fax (area code): _____

e-mail Address: _____

www Address: _____

Home Address:

Street: _____

City: _____ State: _____ Zip: _____

CHECK: Please make checks payable to "H. Silver and Associates" and mail to the address above. Please include attendee's name and company.

CREDIT CARD: Please mail or fax the information.

MasterCard Visa

Card Number: _____

Name of Cardholder: _____

Expiration Date: _____

I authorize debit of registration fees.

Signature: _____ Date: _____

SUBSTITUTIONS AND CANCELLATIONS:

Substitutions may be made at any time. Cancellation of an accepted registration made up to 15 calendar days prior to the start of the seminar is subject to a \$150.00 administrative fee. Delegates cancelling after that date and who do not attend are responsible for the entire seminar fee.