Win Your Bids

Assistance with the full cycle of Federal Business Development

• Metro Washington DC proposal house helping businesses grow organically through end-to-end BD support and training.

• Track record supporting 18 out of the top 20 Federal Contractors, winning $18 Billion since 2005.

• Proprietary set of lean and efficient business development, marketing, capture planning, proposal preparation processes that are second to none.

• 800+ fully vetted capture and proposal managers, technical writers, graphic artists, orals coaches, editors, subject matter experts, and other proposal support.

Learn from the industry’s finest and make your proposal a winner

Public classes, on-site workshops, webinars
www.ostglobalsolutions.com/training/schedule

Contact us for your proposal needs
service@ostglobalsolutions.com
www.ostglobalsolutions.com
+1 (301) 384-3350

OST Global Solutions, Inc.

...Because There is No Second Place in Proposals!
OST Global Solutions, Inc. has helped clients win billions of dollars’ worth of work through effective proposals. Using one of our three lines of business: Proposal Consulting Services, Business Development Services, and Proposal Training, we have contributed to growing multiple businesses from small or mid-size to large in a span of less than a year.

Our clients come from a variety of industries:
- Defense
- Information Technology
- Physical Security and Logical Security
- Intelligence Community
- Engineering and Science
- Architecture
- Construction
- Project Management
- High Tech Sector
- Telecommunications
- Systems Integration
- Logistics
- Homeland Security
- Healthcare
- Pharmaceutics
- Bio technology
- Software Development
- Education and Training
- And many other fields

Proposal Consulting
With more than 800 quality consultants, supporting multiple agencies within both the DOD and Civilian sides of the government, we are more than a staffing firm. We are a proposal house that offers our clients consultants trained in the best practice-based capture and proposal processes, tools, templates, and expertise. We place the following proposal professionals:
- Capture Managers
- Proposal Managers
- Volume Leads
- Technical Writers
- Orals Coaches
- Graphic Artists
- Desktop Publishers
- And other proposal professionals

Business Development
Our goal is to help our clients to:
- Develop and maintain an extensive pipeline
- Pre-qualify opportunities
- Build relationships with prospective government buyers

We put into use a best practices-based Business Development process that has won billions in contract awards over the last years.

Why this works:
- Service will cost you less than a full time permanent business developer
- A team of people rather than one individual
- Metrics to measure progress and success

Proposal Training
We offer:
- Onsite classroom training
- Public workshops
- Webinars

Training courses include:
- Business Development
- Capture Management
- Proposal Management
- Proposal Writing
- Proposal Graphics
- Best Practices
- Pricing/Cost for Proposal Managers
- Winning Orals for Proposal Managers
- Team Building and Advanced Capture and Proposal Management Techniques
- Positioning to Win

OST Global Solutions, Inc.
Headquarters: 7361 Calhoun Pl Suite 560, Rockville, MD 20855
Call: 301.384.3350 ● Email: service@ostglobalsolutions.com
www.ostglobalsolutions.com
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/23-24</td>
<td>Foundations of Federal Business Development</td>
</tr>
<tr>
<td>2/5-6</td>
<td>Writing Persuasive Government Proposals</td>
</tr>
<tr>
<td>2/7-8</td>
<td>Foundations of Proposal Management</td>
</tr>
<tr>
<td>2/27</td>
<td>Proposal Win Themes Development Workshop</td>
</tr>
<tr>
<td>2/28-3/1</td>
<td>Advanced Capture Management</td>
</tr>
<tr>
<td>3/19-20</td>
<td>Developing a Winning Cost Volume</td>
</tr>
<tr>
<td>3/21-22</td>
<td>Advanced Proposal Management</td>
</tr>
<tr>
<td>4/9-10</td>
<td>Preparing Winning Multiple Award and Task Order Proposals</td>
</tr>
<tr>
<td>4/11-12</td>
<td>Proposal Editing Workshop</td>
</tr>
<tr>
<td>4/16-17</td>
<td>Foundations of Federal Business Development</td>
</tr>
<tr>
<td>5/7-8</td>
<td>Writing Persuasive Government Proposals</td>
</tr>
<tr>
<td>5/9-10</td>
<td>Proposal Win Themes Development Workshop</td>
</tr>
<tr>
<td>6/17</td>
<td>Foundations of Proposal Management</td>
</tr>
<tr>
<td>6/18-19</td>
<td>Foundations of Capture Management</td>
</tr>
<tr>
<td>6/20-21</td>
<td>Proposal Graphics Conceptualization and Design Workshop</td>
</tr>
<tr>
<td>6/24</td>
<td>Desktop Publishing for Proposal Professionals</td>
</tr>
<tr>
<td>6/25</td>
<td>Developing a Winning Cost Volume</td>
</tr>
<tr>
<td>7/16-17</td>
<td>Advanced Proposal Management</td>
</tr>
<tr>
<td>7/18-19</td>
<td>Foundations of Proposal Management</td>
</tr>
<tr>
<td>9/10-11</td>
<td>Writing Persuasive Government Proposals</td>
</tr>
<tr>
<td>9/12-13</td>
<td>Foundations of Federal Business Development</td>
</tr>
<tr>
<td>10/7-8</td>
<td>Foundations of Capture Management</td>
</tr>
<tr>
<td>10/9-10</td>
<td>Advanced Proposal Management</td>
</tr>
<tr>
<td>10/22-23</td>
<td>Advanced Capture Management</td>
</tr>
<tr>
<td>10/24-25</td>
<td>Proposal Win Themes Development Workshop</td>
</tr>
<tr>
<td>11/11</td>
<td>Developing a Winning Cost Volume</td>
</tr>
<tr>
<td>11/12-13</td>
<td>Preparing Winning Multiple Award and Task Order Proposals</td>
</tr>
<tr>
<td>11/14-15</td>
<td>Desktop Publishing for Proposal Professionals</td>
</tr>
<tr>
<td>12/3-4</td>
<td>Foundations of Proposal Management</td>
</tr>
<tr>
<td>12/5-6</td>
<td>Writing Persuasive Government Proposals</td>
</tr>
<tr>
<td>12/9-10</td>
<td>Proposal Editing Workshop</td>
</tr>
<tr>
<td>12/11</td>
<td>Proposal Graphics Conceptualization and Design Workshop</td>
</tr>
<tr>
<td>12/12</td>
<td>Desktop Publishing for Proposal Professionals</td>
</tr>
</tbody>
</table>

**Advanced Capture Management**
This course will show how to maximize win probability, mastermind the most effective win strategy using cutting edge techniques, masterfully facilitate brainstorming sessions such as Black Hats, Win Strategy Sessions and CONOPS, perform advanced competitive analysis, apply formulas to solution development and much more.

www.ostglobalsolutions.com/advanced-capture-management.php

**Advanced Proposal Management**
This course covers a spectrum of the most important topics, from preparing for a proposal effort and making a bid-no-bid decision, to orchestrating a great proposal kickoff, exhibiting superb leadership and management skills, and mitigating risks at every stage to reduce stress and increase win probability.

www.ostglobalsolutions.com/advanced-proposal-management.php

**Desktop Publishing for Proposal Professionals**
This workshop teaches you valuable skills to comprehensively design, use, and publish your proposals—presenting your company in the best light possible to your customers. This course covers all steps involved in creating winning proposals from pre-solicitation preparation through delivery and distribution.

www.ostglobalsolutions.com/proposal-desktop-publishing.php

**Developing a Winning Cost Volume**
It is a given—price is the most important part of an offer. This course offers practical tools for proposal managers on everything from cost volume basics to process, data calls, assumptions, cost volume narrative, WBS, BOEs, price to win, and cost strategies, and more for dominating competition in the cost volume.

www.ostglobalsolutions.com/proposal-cost-strategy.php

**Foundations of Capture Management**
Arm yourself with the knowledge and tools you can apply immediately to capturing contracts. Master techniques for customer engagement, intelligence gathering, win strategy development, competitive analysis, teaming, solution development, and more.

www.ostglobalsolutions.com/capture-management-training.php

**Foundations of Federal Business Development**
Gain an understanding of the basics of Federal Business Development lifecycle, how to navigate the U.S. Government market place, perform strategic BD planning, market analysis, federal marketing, pipeline development, opportunity qualification, and maximizing win probability.

www.ostglobalsolutions.com/business-development.php

**Foundations of Proposal Management**
This course offers comprehensive skills in proposal management, starting with the Request for Proposal requirements analysis and shredding, to developing a proposal schedule, preparing to and conducting a kickoff meeting, guiding the authors in developing proposal sections, running proposal reviews, debriefs, etc.


**Preparing Winning Multiple Award and Task Order Proposals**
Dominate task order competition and become the number one winner to maximize earnings from your IDIQs. Learn how to win and make money on the multiple award contract vehicles. This class offers everything you need to know to prepare a winning multiple award contract and task order proposals that follow.

www.ostglobalsolutions.com/multiple-award-proposals.php

**Proposal Editing Workshop**
This course covers everything from how to develop the professional attributes of an editor, to estimating your workload correctly, integrating changes, and adding value to the content you have edited through adding compelling language.

www.ostglobalsolutions.com/proposal-editing-workshop.php

**Proposal Graphics Conceptualization and Design Workshop**
Principles, tips, and techniques that professional graphic designers use to create winning proposal designs. Learn the entire process of creating visual representations of your solution, from managing the graphics process to designing large, graphics-intensive items like cover pages and spines.

www.ostglobalsolutions.com/proposalgraphics-workshop.php

**Proposal Win Themes Development Workshop**
Learn to design win themes that deeply touch the customers exactly where and how it is necessary, in order to become memorable, and influence them to select your company. Basics and advanced techniques to get to the core of win themes.


**Writing Persuasive Government Proposals**
This course shows how to develop compliant and highly persuasive proposal sections in half the time it normally takes. Learn detailed methods for outlining within the sections, developing section content, and implementing correct writing processes and section planning techniques.

www.ostglobalsolutions.com/proposal-writing-workshop.php
On-site Corporate Training

Federal Business Development, Capture and Proposal Development

Training as the Gold Standard of the Proposal Industry

On-site workshops and training programs covering best practices and most recent proven techniques and tools, presented by highly experienced instructors, with training materials that serve higher retention and provide a reference you will keep reusing.

On-site training options include:

• Standard (you chose from the list of classes we have), or customized toward your particular needs (we can customize courses to fit your company and/or industry).
• Half-a-day to a few days in the row, or a series of days throughout few months or a year.
• Up to 25 people in the class, discounts available for groups of 10 or less people.

Choose from the variety of courses:

1. Foundations of Federal Business Development - 1 to 2 days.
2. Advanced Federal Business Development - 1 to 2 days.
3. Business Development for Project Personnel - 1 to 2 days.
5. Advanced Capture Management - 2 days.
6. Capture Management (foundation and advanced combined) - 2 to 4 days.
7. Solutions Development: CONOPS, Management, Risk, Technical Volumes, Executive Summaries - 2 days.
10. Proposal Management (foundation and advanced combined) - 2 to 4 days.
11. Developing a Winning Cost Volume - 2 days.
13. Preparing Winning Multiple Award and Task Order Proposals - 2 days.
15. Win Themes Development Workshop - 1 day.
16. Executive Summaries Workshop - 1 day.
18. Desktop Publishing Workshop - 1 day.
20. Proposal Editing Workshop - 2 days.

Get everyone on the same train to success, save substantial costs, and build practical skills through real-word examples and exercises

"Thank you so much for your work on the Proposal Training for the Laboratory! You worked very hard to listen to our requirements and then offer training that offered a comprehensive view of what we need to be doing to improve our processes and effectiveness. I have continued to hear feedback from the participants about the quality of your work and your in-depth knowledge and experience. I look forward to working together in the future. Thank you."

Anne Long, John Hopkins University Applied Physics Laboratory
Self-study Courses and Professional Tools

Comprehensive Self-paced Courses with Manuals, Audios and Videos, and Reusable Proposal Development Tools

The Blueprint for Winning Government Contracts
Instant download option available. Complete system with manuals, 30 hours of video-presentations, processes maps, checklists, and numerous examples that will help you grow your proposal capabilities to catapult your company into a leader in your market segment. Find opportunities, write winning proposals, win multimillion dollar contracts to grow your business.

Task Order Manual Template
Instant downloadable, reusable professional toolset (electronic Word template). Organize your IDIQ contracts team to dominate the competition and maximize your return on investment by consistently winning Task Orders. All the most important information and strategies for your IDIQ, including procedures on how you assign Task Order work, how they are evaluated, what presentation approaches will win for this particular customer, and other vital information.

Executive Summary Secrets
Self-study course (workbook and audio CD) to persuade evaluators to award the contract to you. This global best-seller self-study course provides a six-part formula for developing highly persuasive executive summaries with detailed step-by-step instructions and examples.

Six Strategies to Grow Aggressively in the Federal Market
Instantly downloadable, one-hour video course (with pdf slides). Achieve triple-digit growth and higher win rates. This course is for small business or mid-tier company owners, CEOs, and executives responsible for growing your company in the government market. Learn how to change your predicament, and finally have the time to focus on critical business-building tasks.

How to Succeed as a Proposal Consultant
Instantly downloadable 5-hour video course. Get more work, higher pay, and better clients. Insider secrets on how to succeed in capture management, proposal management and coordination, proposal writing, graphics, desktop publishing, editing, and other proposal professions.

A Proposal Manager’s Essential Checklists
Reusable toolset for consistently successful proposal management and coordination. A set of checklists for every key stage of the proposal process to make proposal managers’ and proposal coordinators’ jobs easier, more effective, and more efficient – and you never miss a step or have to wonder what to do next.

Proposal Resources Estimating Guide
Guide for determining required manpower and hours to calculate how much a proposal should cost. A reference for estimating, planning, and tracking proposal resources with confidence.

“Outstanding techniques and tips, especially with regard to gaining “customer intimacy.” I am seeking to get my colleagues onboard with the training.”
Kristina Grist, Northrop Grumman

“Executive Summary how-to guide is packed with unique solutions and industry best practices. There is no doubt that following the process described in this workbook will amp up your win rates.”
Mike Parkinson, 24 Hour Company

“I know so many people will be grateful to you for giving them this map to the Task Orders wilderness. Your template will help a lot of contract winners bring their best game to the Task Order field!”
Mary Ludwig, MBO Partners
Capture Management Classes

Foundations of Capture Management
Advanced Capture Management

For the nearest class date, please go to www.ostglobalsolutions.com

Confidently compete against any government contractors, including the top five

Capture is to winning government proposal what attending a course is to getting an A on a law school exam. If you cut classes during the semester, and rely only on studying a couple of nights before the exam, your chances of getting that A are highly unlikely no matter how smart you may be.

The reality of government contracting is that most competitions are decided before an RFP ever hits the street. If you implement the pre-proposal preparation process (or capture), you’ll position yourself as the favored contractor, and win the race before your competitors get out of the gate. Take our classes to learn how.

- The **Foundations of Capture Management** 2-day course covers six steps of OST’s lean but highly effective capture process, with the exact “how to” techniques to position you to win government proposals in advance of RFP issuance.

- The **Advanced Capture Management** 2-day course takes capture management to the next level showcasing what does it take to maximize win probability and mastermind the most effective win strategy using cutting edge techniques.

Learn more or register at:

- www.ostglobalsolutions.com/capture-management-training.php
- www.ostglobalsolutions.com/advanced-capture-management.php

Email: service@ostglobalsolutions.com
Call: 301-384-3350 (USA, EST)

“Thank you for the terrific class on Capture. Now I have far greater understanding and value to the next company I join. My previous company was a small firm that approached Business Development as reactionary after the RFP was published and I saw firsthand how that approach was akin to rolling the dice and seeing what comes up. I will certainly take more of your courses and build upon the knowledge that you have helped me develop.”

Richard Krafsig,
Business Development,
Abacus-N-Bytes, TCS Associates
Proposal Management Classes
Foundations of Proposal Management
Advanced Proposal Management

For the nearest class date, please go to www.ostglobalsolutions.com

Arm yourself with knowledge and tools to create winning proposals

If you cannot afford to waste another minute or dollar writing yet another losing proposal, and if you would like to spend less time writing while winning more, this class is for you. Companies and proposal professionals with win rates higher than 70% know the secrets to winning federal proposals. After taking these classes you will know how to:

• Make the right bid-no-bid decisions.
• Develop compliant and highly persuasive proposals.
• Masterfully use win themes and professional graphics.
• Handle resource limitations and tough deadlines.
• Teach your technical subject matter experts who used to despise writing how to produce customer-focused and compelling responses.
• Plan for, and conduct effective proposal reviews.

• The Foundations of Proposal Management 2-day course covers the six phases of OST’s lean and highly effective proposal management process, with the exact "how to" techniques to prepare winning government proposals.

• The Advanced Proposal Management 2-day course takes proposal management to the next level showcasing what does it take to maximize win probability and mastermind the most effective win strategy using cutting edge techniques.

“...This course covers a complex topic in a concise, understandable, fast-paced approach. It is “Writing proposals for dummies – or professionals. This course helps improve my capture manager’s skills, as well as my proposal writing tasks. I highly recommend it if your objective is to write a winning proposal.”

Dr. Igor G. Plonisch, Vice President, Strategic Initiatives Assured Information Security, Inc

Learn more or register at:
- www.ostglobalsolutions.com/advanced-proposal-management.php

Email: service@ostglobalsolutions.com
Call: 301-384-3350 (USA, EST)
Preparing Winning Multiple Award and Task Order Proposals

2-day classroom training

For the nearest class date, please go to www.ostglobalsolutions.com

Learn how to win and actually make money on multiple award contract vehicles you win

The government keeps issuing more and more multiple award contracts (think EAGLE II, NETCENTS, CIOSP-III, T4, and so on). Multiple award contracts make up more than 50% of all government contracts.

Now every agency has to have its own multiple award vehicle. But all these new vehicles do not necessarily mean more money to businesses. Many companies run into difficulties in winning these vehicles. It doesn’t get any easier after winning a multiple award contract as most companies have trouble winning task orders.

The Preparing Winning Multiple Award and Task Order Proposals 2-day course will show you how to dominate task order competition and become the number one winner to maximize earnings from your IDIQs.

This class offers everything you need to know to prepare a winning multiple award contract (IDIQ, GWAC, MAC, BPA, and others) and task order proposals that follow.

Learn more or register:
- www.ostglobalsolutions.com/multiple-award-proposals.php

Email: service@ostglobalsolutions.com
Call: 301-384-3350 (USA, EST)
By Olessia Smotrova-Taylor

How to Vet Potential Teammates to Prevent Teaming Pitfalls

Most of the government contracts are accomplished through teaming – and in the world of “bundling” contracts into larger vehicles, IDIQs, and integrated multi-faceted solutions, the government encourages teaming. Rarely does someone in the world of services and solutions self-perform. Any time the company is new to the market or customer, teaming is the way to go.

The government also likes teaming because teaming consolidates the requirements with a single company that becomes one responsible party for the whole contract – “one throat to choke.” It makes it easier on the government to manage a contract, and reduces most risks. It also supports small business contractor growth. Services and solutions providers seldom “go it alone.” This is because teams offer beneficial combinations of capabilities, cost, and performance for each job.

The only thing is, teaming can get you in a lot of trouble if you don’t do it right. If your selection boils down to choosing “Bob” because you know him and play golf with him on Sundays, and he happens to have a company in the right area of expertise that also wants to go after the contract, it may not be the best decision.

Or, if you just look up a company on the Web, call them up, and offer to partner, you may be doing yourself a serious disservice.

When selecting teammates, you have to make sure that you are thinking not just “any company with complementary capabilities,” but an all-star team member. You have to make sure that your teammates have the PERFECT capabilities for this customer rather than taking place on your team; they want to team with you because they are convinced they are part of a winning team; they have great past performance; and they are bringing the knowledge and relationships with the customer. Try to avoid adding members of the team just because you have a great relationship with them, but they are less than a perfect fit. Remember, you have to win the proposal by convincing the government that your team is superior – and you cannot do so if you cut people in “just because.” Everyone has to be a superstar that has a major contribution – this is how you win. Go for the perfect fit or as close to the perfect fit as possible; do not settle.

So, how do you select and vet teammates?
As you are nearing finalizing your teaming decisions, you need to do some careful due diligence on your candidate teammates to decide whether you want to partner with this company, and what issues should be addressed in your teaming agreement. Here are some of the questions you have to answer as you evaluate your teammate:
• Does the customer know, like, and prefer this company – what is this company’s reputation with the customer?
• What is the company’s past performance with this customer, and other customers?
• What are the company’s capabilities as related to the identified gap in the scope of work coverage? How good of a fit is it?
• Does the company have the right expertise, personnel, facilities, equipment, and other necessary components to address this area of experience?
• What is the company’s reputation in the industry?
• What is the company’s small business status and how did they certify it (check the documentation if in doubt)?
• Specifically, does this contractor have a reputation of finishing quality work on schedule and within budget?
• Have you teamed with this company before, and how successful was your teaming arrangement?
• Does the company have any known Organizational Conflicts of Interest (OCI) or appearance of OCI for this procurement? The rules have changed and most OCI issues cannot be mitigated as they were in the past.
• Do they have any “black eyes”, such as cure letters or terminations for default?
• Can we get good information on company’s financial state, assets, and liabilities that would assure us that this is a solvent and responsible partner? What does the Dun & Bradstreet show, and the company’s annual reports show?
• Does the company have solid accounting and administrative mechanisms to be part of this contract? In other words, some primes may not be DCAA-approved, and if the procurements requires it, you may have bet on the wrong horse. Conversely, some contracts may require you and even your subcontractors to do Earned Value Management reporting – and you have to make sure that your subcontractors have the ability to track and deliver the right data.
• Does the company have any past or pending lawsuits against them?
• Is the company on the list of contractors excluded from federal procurement programs (you can check at the following website:http://epls.arnet.gov

Carefully weigh all the answers – the more work you do upfront, the better off you will be during the proposal – and the more chances you have to win. The earlier you start this process, the better. If you do it early enough, you may even be able to run your teammate choice by the customer – vetting the companies, and making changes if necessary.

About the Author: Olessia Smotrova-Taylor is the President and CEO of OST Global Solutions, Inc. She is a currently practicing capture and proposal manager who won more than $17 Billion in new business. As one of the proposal industry leaders, she is on the Board of Directors of the Association of Proposal Management Professionals’ (APMP) National Capital Area (NCA) chapter and is the editor and chair of the APMP NCA Executive Summary e-zine that won 2010 APMP Communications Award. She regularly presents at the APMP's international and other conferences, roundtables, and proposal boot camps, and runs popular training webinars on business development. She has 16 years of experience in proposal and capture management, marketing, and communications.
Federal Business Development Services

Outsource your Business Development to our Experts and Find Government Contracting Opportunities in your Core Competency Areas

Growth Catalyst for Your Company through Pipeline Development, Mentoring, and Process Improvement

Benefits of bringing in our team:

- Increased win rates that lead to a more predictable cash flow, greater employee morale, and greater past performance to win even larger contracts
- Greater stability and growth due to a more robust pipeline
- Defined processes resulting in more efficient use of resources—getting more from each dollar spent on capture and proposals
- Scalability of business development organization—a framework that will enable you to expand exponentially
- Staff developed across the board so that your entire workforce turns into a sales force
- No years wasted on guesswork and learning from mistakes

Schedule a free 30-minutes consultation with one of our BD experts to find out what you can do to improve your win rates and whether this service is the right fit for you: www.ostglobalsolutions.com/federal-business-development/free-bd-consultation

OST Global Solutions, Inc.
BD Services Department
Email: service@ostglobalsolutions.com
Web: www.ostglobalsolutions.com
Headquarters: 7361 Calhoun Place, Suite 560, Rockville, MD 20855
Phone: (301) 384-3350
Fax: (888) 502-5229

Carl Lawson Jr., COO, CBAIA

“OST Global Solutions have been instrumental in moving CBAIA from a subcontractor role to a prime contractor position. OST has trained and supported my staff and I in the full life cycle business development processes. This partnership has helped us build pipelines, better maintain and develop relationships, work proposals, and capture the work at and above industry standards. This has also resulted in CBAIA winning multiple multi-million dollar opportunities that we would have otherwise lost or not gone after. Investing my BD dollars in this relationship with OST has placed CBAIA in the category of being the small company that many large companies call when they need the right partner to win!”
Bid & Proposal Academy
Training as the Gold Standard of the Proposal Industry
Certification Programs for Federal Business Development, Capture, and Proposal Professionals

We have created more than a dozen courses to help proposal professionals achieve a well-rounded knowledge of their respective fields. They build the right skills you need to have in the field of Business Development and certify your proficiency. Our certification distinguishes between different career paths for business development professionals, because every proposal profession requires its own set of competencies. Capture managers’ skills are distinctly different from business developers, and proposal coordinators need different courses than proposal managers.

Types of certification programs available:
- Certified Federal Business Developer (CFBD)
- Certified Capture Manager (CCM)
- Certified Proposal Manager (CPM)
- Certified Proposal Coordinator (CPC)
- Certified Proposal Writer (CPW)

Courses required to become certified:
- Three core classes (6 units)
  - Foundations of Proposal Management
  - Foundations of Capture Management
  - Writing Persuasive Government Proposals
- All the major classes required per specific certification (6 units)
- At least two electives (4 units)

How to earn units towards certification:
- Through OST’s Bid & Proposal Academy public workshops
- Through OST’s training at your company
- By applying for credit by showing proof of Association of Proposal Management Professionals’ (APMP) accreditation (a Foundations accreditation is worth 1 unit; Practitioner accreditation counts for 2 units; and Professional accreditation counts for 4 units)
- By applying for educational credit after having taken any of OST’s classes since 2009 (these classes can qualify toward core, major, or elective credits, depending on the course)

<table>
<thead>
<tr>
<th>Class</th>
<th>Units</th>
<th>Core</th>
<th>Major</th>
<th>Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Foundations of Capture Management</td>
<td>2</td>
<td>c</td>
<td>c</td>
<td>c</td>
</tr>
<tr>
<td>2. Foundations of Proposal Management</td>
<td>2</td>
<td>c</td>
<td>c</td>
<td>c</td>
</tr>
<tr>
<td>3. Writing Persuasive Government Proposals</td>
<td>2</td>
<td>c</td>
<td>c</td>
<td>c</td>
</tr>
<tr>
<td>4. Advanced Capture Management</td>
<td>2</td>
<td>m</td>
<td>m</td>
<td>e</td>
</tr>
<tr>
<td>5. Advanced Proposal Management</td>
<td>2</td>
<td>e</td>
<td>e</td>
<td>m</td>
</tr>
<tr>
<td>6. Foundations of Federal Business Development</td>
<td>2</td>
<td>m</td>
<td>m</td>
<td>e</td>
</tr>
<tr>
<td>7. Winning Themes Development Workshop</td>
<td>1</td>
<td>m</td>
<td>m</td>
<td>e</td>
</tr>
<tr>
<td>8. Developing a Winning Cost Volume</td>
<td>2</td>
<td>e</td>
<td>e</td>
<td>m</td>
</tr>
<tr>
<td>9. Proposal Graphics Conceptualization and Design Workshop</td>
<td>1</td>
<td>e</td>
<td>e</td>
<td>m</td>
</tr>
<tr>
<td>10. Desktop Publishing for Proposal Professionals (MS Word)</td>
<td>1</td>
<td>e</td>
<td>e</td>
<td>m</td>
</tr>
<tr>
<td>11. Winning Multiple Awards Contracts &amp; Task Order Proposals</td>
<td>2</td>
<td>e</td>
<td>e</td>
<td>e</td>
</tr>
<tr>
<td>12. Developing and Coaching Oral Proposals</td>
<td>2</td>
<td>e</td>
<td>e</td>
<td>e</td>
</tr>
<tr>
<td>13. Business Development for Project Personnel</td>
<td>2</td>
<td>e</td>
<td>e</td>
<td>e</td>
</tr>
<tr>
<td>15. Proposal Editing Workshop</td>
<td>2</td>
<td>e</td>
<td>e</td>
<td>m</td>
</tr>
<tr>
<td>16. Executive Summary Secrets (self-study course)</td>
<td>1</td>
<td>m</td>
<td>e</td>
<td>e</td>
</tr>
</tbody>
</table>

Legend:
c = Core
m = Major
e = Elective

Our courses are based on key principles that make them different from others in the market:
1. It is far more than just process: tools, techniques, exact how-to instructions.
2. Continuously updated content that based on the latest best practices and trends.
3. Class materials contain graphics-rich animated slides, hands-on exercises and discussions.
4. Our instructors are currently practicing proposal experts with years of successful experience.
5. Each course’s curriculum builds on other courses for systematic and comprehensive understanding.

“OST Global Solutions classes and webinars hit the mark every time. The curriculum is focused on the needs of business development professionals in a hyper-competitive marketplace. They not only identify the most common pitfalls, but also demonstrate in detail just how to write winning proposal sections.”

Ciro Pinto-Coelho, Director, Strategy & BD, Raytheon Company
Capture and Proposal Consulting Support

Qualified Professional Help for Your Must-Win Pursuits and Strategies

We Bring the Support That is Tailor-Fit to Your Requirements

Proposal support does not have to be a guessing game. When the need comes up you want to be sure the professionals that you get to help you understand your industry, capabilities, and company. You want to be sure they have the experience and past performance and you need them to have a record of accomplishment of winning contracts of your type and size.

We bring the support that is tailor-fit to your requirements:
- 900+ qualified professionals: Business Developers, Capture Managers, Proposal Managers, Coordinators, Writers, Editors, Desktop Publishers, Graphic Artists, Price Strategists, Price to Win Experts, Color Team Reviewers, Orals Coaches, Schedulers, SMEs, and other proposal experts
- Several hours, days, or months in duration, full or part time
- IDIQs, short turnaround page-limited Task Orders, or regular requirements contracts support
- Rate ranges to meet your budget
- Turnkey proposals, staff augmentation, or just-in-time support
- On-site, virtual, or blended (in-person and remote) support
- Cleared proposal personnel available
- Various experts: from those who can craft an entire proposal on their own to those able to run 100+ person team on a multi-billion dollar deal

We have supported proposals for all 15 cabinet agencies, and other U.S. Government and foreign government entities. For each pursuit, our goal is to be fully compliant and to give your prospective Customer compelling reasons on why you should win, because there is no second place in proposals™.

Areas of specialty:
- Regular “requirements” government proposals in response to RFPs
- Responses to RFI’s, unsolicited proposals, and other types of submissions
- Multiple award contracts (IDIQ, GWAC, MAC, MATOC, MAS, BPA, and others)
- Short turnaround, page-limited Task Orders and Delivery Orders
- Commercial, state, and local government proposals
- Performance based contracts
- Oral proposals

By hiring us to help you develop proposals, you are more likely to win government contracts and other business deals you pursue

“We at HDG would like to thank you for working with us. This is our second time using OST Global Solutions. We won the last contract when we used this service and would happy to recommend it to anyone that wants to win. We are very happy with your work as well as your company’s customer service and professionalism.”
Steven Marlin, Director of Logistics / Contracts Officer, Hewad Dost Group (HDG)

“As a new client of OST, I can proudly say there is no second BEST in proposal staffing companies!”
Alyssa Simpson Feliho, Corporate Proposal Manager