

# CAVALRY CONSULTING

PROPOSAL WRITING + MARKETING SERVICES  
FOR GOVERNMENT CONTRACTORS



## CONTACT

LORI REVELY  
MANAGING PARTNER, CEO  
312.471.3553  
INFO@CAVALRYCONSULTING.COM



# ABOUT US



Think about the last proposal you submitted...and lost. Odds are, it's not because you weren't capable of doing the job, but because your proposal lacked two crucial elements—evidence and persuasion. You can be the most experienced bidder on the list, but if you aren't proposing an evidenced-based solution to the evaluation committee, you won't win. This is where Cavalry Consulting can help.

## OUR ROOTS

Cavalry Consulting was founded on the basis that good business ethics and integrity, plus a simple, straightforward approach to proposal development, is the key to winning government contracts.

Our goal is to support government contractors, win contracts, increase their revenues, and to enhance the overall performance ability of small business contractors. In simple terms, experts in various fields need to focus on performing the excellent work in which they specialize. To support their efforts, Cavalry expertly produces the proposals to secure new contracts and grow their businesses.

We also hold a strong commitment to serve our country by providing the best contractors and services to our nation's military and government. It is our honor to uphold this commitment in each project that we perform. We let you do your job, so we can help you win more work.

## WOMAN-OWNED SMALL BUSINESS

» DUNS: 118029397

The best qualified, most capable firms need to win these contracts, not those with the biggest marketing budgets. We believe that small businesses should focus on performing excellent work for their clients.



# OUR SERVICES

Cavalry Consulting specializes in small disadvantaged businesses and understands their unique business structure, resources, and marketing needs. With our help, it's easy to get "big-time" marketing on a "small-time" budget.



## PROPOSALS

Proposal Management • Proposal Writing • Capture Strategy + Management • Template Design • Compliance Matrix Development • Compliance Analysis • Resumes • Project Descriptions • Color Team Reviews • Proposal Production + Shipping • Technical Writing • Copyediting • Presentation Delivery



## MARKETING

Branding • Capabilities Statements + Statement of Qualifications (SOQs) • Web Design + Content Writing • Social Media Content Development + Account Management • Google AdWords • Online + Print Advertising • Graphic Design • Conference Materials • Videography



## WRITING + EDITING

Proposal Writing • Technical Writing • Technical Editing • Journalistic Writing • Document Formatting • Style Guides • Proposal Narrative Development • Press Releases • Social Media • Case Studies



## BUSINESS DEVELOPMENT

Small Business Set Up • 8(a) Certification Program Application • Strategic Team Development • Strategy Planning • Capture Strategy • Capture Management • Forecasting • Capabilities Briefings • Conferences + Trade Shows • Agency Meeting Coordination • Contact/Network Introductions • Teaming Strategy + Development • Interview Preparation + Training



info@cavalryconsulting.com



www.cavalryconsulting.com



312.471.3553

CAVALRY CONSULTING

3

# OUR TEAM

Meet Cavalry Consulting's experienced team of proposal writing, marketing, and business development professionals.



Lory Revely  
Managing Partner/CEO



Michele Atkinson  
Managing Partner



Elisa Howard  
Senior Proposal Manager



George Cornwell  
Compliance Specialist/BD



Bri Lee  
Proposal Writer



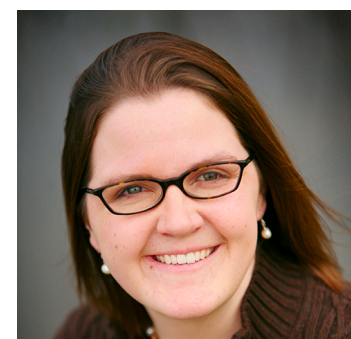
Tiffany Dryden  
Capture Manager



Jessica McNabb  
Executive Assistant



Hoover Li  
Graphic Designer



Kate Brough  
Web Designer





info@cavalryconsulting.com



www.cavalryconsulting.com



312.471.3553

CAVALRY CONSULTING

4

# AGENCY EXPERIENCE

Cavalry Consulting has helped small and large businesses win more than **\$24 billion** worth of contracts with dozens of government agencies.



FEMA





# PROPOSAL **PROCESS**



---

## ORGANIZE

- » Compliance Matrix
- » Kick-Off Call
- » Detailed Schedule
- » Information Gathering

Cavalry will create a compliance matrix based on the RFP requirements within 24 hours of a “Go” decision. The kick-off meeting will be scheduled within 72 hours. The compliance matrix is used as a guide during the kick-off call to develop an agreed upon detailed schedule of tasks, roles, responsibilities, and deadlines.

---

## CREATE

- » Provide Content
- » Write Drafts
- » Projects/PPQs/Resumes
- » Formatting

Everyone leaves the kick-off meeting with their “to-do” list, which includes providing company background, personnel/resumes, past performance, relevant project information, and more. The Proposal Manager will continuously update the matrix as content develops to ensure that the matrix reflects the proposal’s most current and accurate state.

---

## REVIEW

- » Compliance Audit
- » Copyediting/Revisions
- » Color Team Review
- » Proofreading

Now to, literally and proverbially, cross T’s and dot I’s. The Proposal Manager and client reviews the proposal for accuracy, clarity, and persuasiveness. Next, our in-house Color Team Reviewer compares the proposal against RFP evaluation criteria with fresh eyes as a mock evaluator, which increases the likelihood of scoring maximum points.

---

## SUBMIT

- » Prepare Deliverables
- » Print/Assemble/Package
- » Email/Deliver/Courier

Once completed and approved, the Proposal Manager will prepare the proposal for submission. Cavalry offers a variety of production and submission services, which include: emailing, uploading, printing, binding, shipping, delivering, and couriating.

---



info@cavalryconsulting.com



www.cavalryconsulting.com



312.471.3553

CAVALRY CONSULTING

6

# HAPPY CLIENTS



## It was the best proposal we had ever submitted.

"Cavalry Consulting always does an amazing job for us. It was really nothing short of a miracle when they helped put our last proposal together. We only had a couple of weeks to pull our team together and get a very detailed USACE proposal submitted...[Cavalry's] team of experts jumped right in with us and made it happen."

## We look forward to another opportunity to work with Cavalry Consulting.

"Cavalry Consulting's staff worked exceptionally well with the Colas Construction USA (CCUSA) proposal team in drafting and completing our recent (MATOC) proposal to the United States Corps of Engineers. Cavalry rode in and took charge immediately, organizing through a proposal compliance matrix, and shepherding the process from the beginning to a final proposal product ready to be submitted on time."



Dustin Darby  
VP for Operations  
CCUSA



Erik Sell  
Construction Executive  
Tribal One Construction

## They have become an extension of our team.

"Our company has worked with other proposal assistance firms and Cavalry is by far the best, most professional firm we've hired. They are thorough in their research of the solicitations and meticulous in ensuring our proposals meet every requirement. The results have been outstanding, successful proposals."

## We were behind in the digital realm—Cavalry helped us.

"Cavalry Consulting has worked with us for a few years now, helping us with building our social media presence, recruiting media, ghost writing, and award proposals. As a fourth-generation family owned construction company, we found ourselves a little behind the ball in the digital realm. Cavalry has guided us in making our social media viable, allowing us to better tell the stories of our project successes while painting a picture of our company's culture."



Chris Hawkins  
Chief Operations Officer Hawkins  
Construction Company



Brennan Walsh  
President  
STG Incorporated

## We look forward to finding the next project to chase with Cavalry.

"STG Inc. was referred to Cavalry Consulting back in 2016 for a proposal to the National Park Service. Cavalry Consulting kept our team organized on deliverables and deadlines. Their vast experience with federal contracting pursuits and requirements was evident as they helped guide STG through a seamless proposal process."