

# cavalryCONSULTING

EXPERT PROPOSAL AND MARKETING SERVICES WITH PROVEN RESULTS

Cavalry Consulting leverages deep industry expertise and straightforward processes to consistently secure contract wins for our clients.

## STRATEGY

Gain business insights from a perspective beyond your organization. Work with us to develop new contacts, clients, teaming partners, and expand your overall network.

- Strategy Planning
- New Market Growth
- Detailed Research for Positioning
- Capture Strategy
- Forecasting
- Capabilities Briefing
- Agency Meeting Coordination
- Capture Management
- Contact and Network Introductions

## PROPOSAL DEVELOPMENT

Cavalry's team members have extensive industry experience and follow a tested win strategy as proven on countless proposals for single projects, IDIQs, SF330s, BOSS contracts, SABERs, JOCs, MATOCs, SATOCs, MACCs, BOAs, SBIRs, Task Orders, and more for clients of all sizes.

- Proposal Management
- Strategic Team Development
- Graphic Design
- Compliance Analysis
- Project Descriptions
- Proposal Writing
- Technical Writing
- Resumes
- Copy Editing
- Template Design
- Overflow Support
- Compliance Matrix Development
- Sources Sought Responses
- Color Team Reviews
- Interview Preparation

## CLIENT WINS

Our focus on measurable success is demonstrated by our track record.



### \$55B

Value of contracts won  
for clients

### 94%

Win rate for **PHASE 1**  
Qualifications



### 93%

Win rate by **VALUE\***  
of proposals

### 87%

Win rate by **QUANTITY\***  
of proposals

\*Price losses are excluded from the average because estimating is not a part of our service offering.

## MARKETING

Cavalry fuses federal contracting industry expertise with specialized knowledge in marketing and design. We provide everything contractors need to connect with federal government customers.

- Capabilities Statements and SOQs
- Branding/Rebranding
- Conference Collateral
- Graphic Design
- Website Content Writing
- Website Design

**10 YEARS**  
in business

**82 PROPOSALS**  
average/year

**55 CLIENTS**  
average/year

## AGENCY EXPERIENCE



Full Agency list

## WHY CAVALRY

Cavalry is comprised of experts in every facet of proposal development. Our team includes capture strategists; proposal managers, writers, and coordinators; marketers; graphic designers; legal professionals; and compliance specialists. They're not just technically proficient; they're also the best creative writers in the industry, ensuring your proposal narratives are both compelling and compliant.

Cavalry Consulting is an ideal partner for firms with limited staff, and a wise choice for businesses that require overflow support during peak bidding seasons. Whether it's a brochure, a proposal, a website, or strategic planning, Cavalry has got you covered, from start to finish.

Your success is our mission — a commitment that leads to outstanding technical evaluations driven by our dedication to both quality and compliance.

## LOCATIONS



## CONTACT

info@cavalryconsulting.com | 206.635.4915 | www.cavalryconsulting.com  
Lori Revely, CEO and Managing Partner



Website



LinkedIn