

# 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

## CAVALRY VALUES

### WIN WITH INTEGRITY

We're obsessed with winning, but only the right way. Every proposal we create is factually accurate, legally compliant, and built on reliable data.

### EXPERT VALUE, NOT ORDER-TAKERS

We bring strategic thinking and expertise to every engagement, going beyond task execution to identify problems, ask the right questions, and offer solutions that make a difference.

### RADICALLY TRANSPARENT

We practice complete honesty in every interaction, from project conversations to billing practices.

### EFFICIENT BY DESIGN

We deliver the highest quality work through streamlined processes that eliminate waste and focus energy where it matters most.

### ORIGINALITY, ALWAYS

Every proposal deserves custom strategy and original thinking that reflects the unique story we're telling.

### WE CREATE SUCCESS TOGETHER

We believe in empowering our clients and our team to take ownership of outcomes and grow through every engagement.



## 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.

## AGENCY EXPERIENCE

Scan code for a full listing of our experience with agencies and programs.



## LOCATIONS



## CONTACT

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Lori Revely, CEO and Managing Partner



Website



LinkedIn