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## **Summit Strategy Launches the Summit Win System™: The Aligned Growth Framework GovCon and B2B Firms Need**

*New five-phase model connects strategy, brand, proposals, delivery, and feedback to transform reactive workflows into repeatable wins.*

ALISO VIEJO, Calif. (August 4, 2025) – Summit Strategy, the win studio behind some of the fastest-growing GovCon and B2B firms, today unveiled its proprietary Summit Win System™, a structured, five-phase framework designed to turn scattered effort into strategic results.

The Summit Win System™ addresses a common problem: disconnected business development, marketing, capture, and proposals that leave teams stuck playing catch-up. Rather than requiring new tools, processes, or software, the System provides a clear architecture grounded in disciplined strategy and high-impact execution.

The five phases include:

1. **Plan:** Set strategy, clarify markets and targets, and standardize pursuit evaluation so your pipeline powers revenue – not excuses.
2. **Position:** Build visibility early with differentiated messaging and thought leadership so clients know you before the RFP drops.
3. **Propose:** Deploy capture strategy, proposal templates, and visuals that let your team focus on message, not layout.
4. **Persuade:** Train for orals, tech challenges, and interviews so your delivery matches the boldness of your proposals.
5. **Propel:** Use win/loss data, training feedback, and operational systems to scale repeatable success across your team.

“A Win System™ isn’t about adding more process – it’s about aligning work with impact,” said Krystn Macomber, founder + CEO of Summit Strategy. “We’ve seen too many clients spinning in reactive mode. With our System, BD, marketing, proposals, and team development finally work in sync.”

The Summit Win System™ has been refined over years of project delivery across more than 180 clients in the GovCon, AEC, and B2B sectors. It’s now codified into the company’s client onboarding, strategy workshops, and training curriculum to help firms stop reacting – and start winning more consistently.

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**About Summit Strategy**

Summit Strategy is a consulting firm for growth-obsessed teams who want results. Known for its bold, hands-on approach, Summit helps B2B + B2G organizations unify their business development, capture, proposals, brand, marketing, and team training into one powerful system: the Summit Win System™.

Learn more at [www.summitstrategywins.com](http://www.summitstrategywins.com)