



Writing a Successful Request for Proposal

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Proposal Goals

- Ultimate goal of a proposal is to obtain business from a Local, City, State or Federal Government entity.



What is an RFP ?

- RFP = Request for Proposal
- It is one of many mechanisms government entities use to solicit business from numerous vendors.
- Other mechanisms are:
 - Request for Bid
 - Fast Track Solicitation
 - Small purchase



Review the RFP

- RFP/Documents
 - Obtain complete copy of the RFP
 - Review RFP for missing pages/sections, timeline and acknowledgement
 - Acknowledge the RFP within the allotted timeframe*
 - Prepare Questions for Submission to Contracting Officer
 - Receive and review responses to questions

* RFPs requiring an acknowledgement usually require it within 24 hours of the release of the RFP.



Technical Proposal Preparation

- Review Proposal (yes, again) for format and content of Proposal
- Prepare Draft/Outline in accordance with RFP Guidelines
- Determine document format (font, major/minor headings, etc.)
- Identify relevant projects/experience as it pertains directly to the RFP
- Highlight Company's Strengths



Build Your Proposal

- Use your company's standard template in accordance with the RFP guidelines to answer/address these Questions in your proposal:
 - Who are you and why are you sending them this proposal
 - What the customer will get: products, configurations, capabilities, resources, services, effort, accomplishments/results, deliverables
 - How it will benefit them
 - How you will manage delivery/fulfillment
 - How long will it take
 - Risks and what you will do to mitigate them
 - Who will work on the project
 - Who will manage the project
 - Your company's experience with similar projects
 - References/testimonials
 - How you will ensure quality and customer satisfaction
 - How you will know/measure success
 - What will the customer will have to do or supply
 - Options they can select from
 - Other relevant capabilities, resources of your company
 - Assumptions that you had to make to write the proposal
 - How much will it cost
 - Payment terms
 - Legal/contractual requirements and details
 - What are their alternatives to working with you/who are your competitors
 - Are they getting the best price
 - Can they trust you



When is it worth responding to an RFP and when should you walk away?

- The project is too small
- It's outside our scope, we don't have the expertise, it's too big
- We're too busy
- It doesn't feel right
- Loss leaders



What to look for in an RFP

- Timetable
 - Usually Section I of the standard RFP
 - Acknowledgement
 - Look for Proposal Due Date
 - Question submission date
 - Bidders Conference – mandatory or not?
- Scope of Services
 - Tells what they are looking for
- Authorized Agency Contact Person
 - Will tell you who any correspondence should be directed to and in what format i.e. email / fax / us mail
- Proposal Evaluation and Contract Award procedures
 - Tells you how all RFPs will be evaluated i.e. 60% technical 40% Financial
- Format and Content of the Proposal
 - Will tell you what the evaluators want to see included in the RFP and in what order and format



Submitting your Proposal

- Make sure the proposal is labeled in the manner which is specified in the RFP
- Verify acceptable delivery method
- **SUBMIT THE PROPOSAL ON TIME !!!**
- If hand delivering Proposal
 - Prepare Delivery receipt and get it signed with the date and time