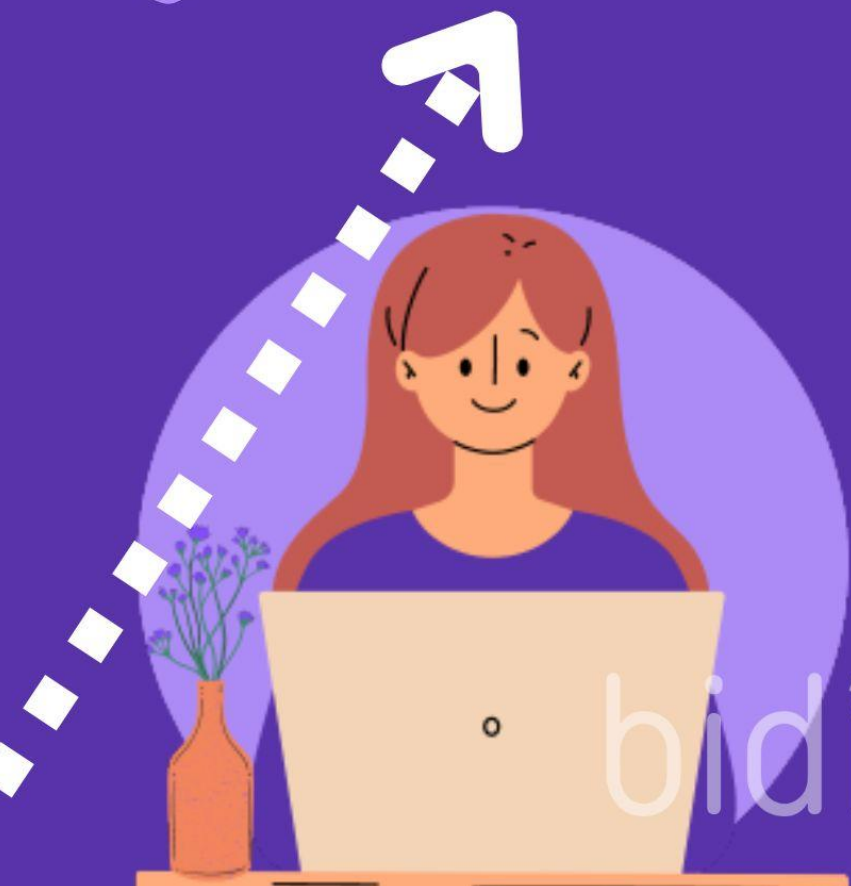


Your How-to RFP Guide

A high-level overview of everything
you need to tap into RFP revenue



bidify

Welcome to your RFP Guide!

Hello and thank you for viewing this how-to guide for RFPs. In this 10 minute resource you should find everything you need to source RFPs, structure your RFP process, pursue RFPs, write a good proposal, and track RFPs. We hope this helps you in your journey to pursue more RFP related revenue!

How to Find RFPs



When pursuing RFPs you should first **identify your target market**. What kind of businesses do you want to work with? Are you only targeting school districts under 5,000 students? Get specific. Once you know your target market, you can start to look for RFPs that are issued by those businesses.

The best place to search for those RFPs is through the use of **online resources**. There are a number of websites that list RFPs, such as BidNet, Fbiz, and GovWin. You can also search for RFPs on social media and industry publications. Some people even use Google.

An often overlooked strategy is to **network with other businesses**. Talk to your colleagues, clients, and suppliers to see if they know of any upcoming RFPs. Have a former boss or friend in a similar industry? Send them a message or schedule a 5 minute call where you bring them value as well. You'd be surprised how a good information swap can benefit you.

Another option is to **attend industry events**. Many industry events feature RFP sessions where you can learn about upcoming RFPs and meet with potential customers.

Finally, **set up customized alerts**. Some RFP websites allow you to set up customized alerts so that you are notified when new RFPs are posted that match your criteria. This can save you time and effort in searching for RFPs.

Okay, you've found your RFP you want to pursue. Now what?

How to Pursue RFPs

First, **read the RFP carefully**. Make sure you understand the customer's needs and requirements before you submit your proposal. Nothing is worse than spending a significant amount of time and resources on a proposal that you aren't qualified for or isn't a good fit. **Be selective**. Don't waste your time responding to RFPs that you are not a good fit for.



We also recommend building strong **relationships**. Where possible, take the time to build relationships with potential customers before you submit your proposal. This will help you understand their needs and requirements better.

An obvious requirement is to **write a persuasive proposal**. Your proposal should clearly articulate how your solution meets the customer's needs. We'll talk more about this later.

Last but not least - **follow up**. After you submit your proposal, be sure to follow up with the customer to thank them for their consideration.

It also may be a good idea to make sure you have a solid RFP process. Depending on the size of your organization you may have a simple repository using Google Docs, or may have extensive and expensive software tools. Where can you improve and where can you save?

How to Create an RFP Process



Here are some best practices in creating an RFP process for your organization.

First, **define the goals** of the RFP process. What do you hope to achieve by issuing a response to an RFP? Are you looking to solicit a specific product or service, or are you looking to build relationships with potential customers? Most of the time you will be looking to win business and get a return on investment of your time, but it's worthwhile to clearly define your goals.

Next, **identify the stakeholders** involved in the RFP process. Who will be involved in the decision-making process? Who will be responsible for writing the proposal, reviewing proposals, and ensuring the proposal is submitted on time? Determining responsibilities and setting goals will help ensure your success.

Now **develop a timeline** for the RFP process. When will the proposal be written? When will the proposal be due? It is crucial to plan for adequate time for all the steps in your process so you can submit on time. If you submit your RFP late, it's all for nothing! RFP tracking is a topic we will discuss in more detail below.

Another option is to **create a proposal template**. This will help to ensure that all proposals are consistent and that all of the necessary information is included. It can increase efficiency and save time. To save even more time, talk to the Bidify team to learn how Bidify can cut proposal generation from weeks (or even months) to minutes.

Finally **review** and proofread your proposal to make sure it is clear and accurate with all the necessary information, and no errors. Once you are confident your proposal is ready, submit!

You will want to **follow up** with the buyer and be ready to negotiate the contract and finalize the terms of the agreement if applicable.

Now you know how to find RFPs and you have a process in place. Now what? Time to write a proposal. This is often the most time and resource consuming part of pursuing an RFP. Bidify helps cut that time down by roughly 85% but until you're ready to commit to a tool, here are some pointers on how to manually write your proposal.

How to Write a Proposal

Your first step is understanding the opportunity. Read the RFP carefully. **This is the most important step.** Make sure you understand the customer's needs and requirements thoroughly before you start writing your response.



As you craft your response, highlight your strengths. What makes you the best vendor for this project? Be sure to highlight your experience, skills, and expertise in the areas that are most relevant to the RFP. Be specific. Don't just say that you can do something. Be specific about how you will do it citing examples from past work if possible. This will help the customer to understand how you will meet their needs.

Be clear and concise. The customer is busy, so make sure your response is easy to read and understand. Avoid jargon and technical terms that they may not understand. We already mentioned this step, but be sure to **proofread** carefully. Typos and grammatical errors will make you look unprofessional. Be sure to proofread your response carefully before you submit it.

Here are a few overlooked tips that could give you a competitive edge in your RFP response:

Use **keywords** from the RFP throughout your response. This will help the customer to find your response when they are searching for proposals.

Quantify your results. When possible, quantify your results to show the customer the value that you can deliver. For example, if you are proposing a marketing campaign, you could say that you will increase website traffic by 10%.

Use **visuals**. Visuals can help to break up your text and make your response more visually appealing. You should include charts, graphs, images, or even gifs to illustrate your points.

Be **responsive**. If the customer has any questions, be sure to respond promptly. This will show the customer that you are interested in their project and that you are a good communicator.

Although you put together a solid process and know how to respond, it is still critical to track your RFPs, especially if you are pursuing more than one in a quarter.

How to Track RFPs



Use a spreadsheet or project management tool to **track** RFPs. This will help you to keep track of the status of each RFP and the due dates.

Set up **reminders** for important dates. This will help you to avoid missing deadlines.

Communicate regularly with potential customers. This will help to ensure that everyone is on the same page and that there are no surprises.

Document all of the communications related to each RFP. This will help to avoid any disputes down the road.

Summary - Dos and Don'ts of RFPs

Dos:

- Be responsive. Respond to RFPs promptly and track the progress of each RFP closely.
- Use clear and concise language in the RFP, be specific about the requirements and expectations, and set a realistic timeline for the RFP process.
- Be honest. Don't oversell your capabilities or make promises you can't keep.
- Be professional. Your proposal should be well-written and free of errors.
- Be persistent. Don't give up if you don't win the first RFP you respond to. Keep trying and you will eventually succeed.
- Use RFP software. There are a number of RFP software programs available that can help you manage the RFP process more efficiently. These programs can help you track RFPs, create proposals, and collaborate with team members. Bidify is a great tool that makes the RFP process simple and affordable.



Don'ts:

- Don't wait until the last minute to respond to an RFP. This will give you less time to prepare and could hurt your chances of winning.
- Don't submit a proposal that is not tailored to the RFP. The customer will be able to tell if you have not taken the time to understand their needs.
- Don't make promises you can't keep. This will damage your reputation and make it difficult to win future RFPs.
- Don't give up. Keep trying and you will eventually succeed. The average win rate is about 45% and the more you pursue the better your odds.

We hope this guide has been helpful, thank you for reading. If you have any questions, please don't hesitate to contact the Bidify team!