

Making an Impact With Your RFP

In a slow economy it has become increasingly important for consultants to capitalize on every project opportunity that comes their way. The initial response to an RFP can mean the difference between winning a project and being left behind.

Imagine yourself in the shoes of the client. Your bosses put you in charge of finding the perfect consultant for your project and, of course, they wanted it by yesterday. You write your RFP and sit back and wait for the experts to come.

Now, imagine what it would take for you to narrow down your list to a select few. Your decision will ultimately be based on finding the expert who is quick, precise and has the solutions to all of your needs. If you, as the consultant, are unable to portray this in your response you may never make the cut. Following some simple suggestions can help get your message across!

We've said it before and it's worth mentioning again, the earliest responses often win out. Let's face it, once the client has a few excellent matches they aren't going to continue spending time reviewing responses. Be among the first to respond by monitoring project opportunities at least once a day.

Before you begin developing your response read the qualifications carefully so you provide a solution for each of their problems. If the client has taken the time to address specific issues in their RFP then you should take the time to prove to them that you have the ability to take control of the project. Don't give them a reason to omit you by failing to address all of their specifications.

Don't submit it quite yet! Unfortunately, poor grammar and misspellings are a common mistake in the response process. Give your response one last review to verify that it reflects the professionalism your business will bring to the project.

With all of this said, you don't want to spend all of your time responding to RFP's so you should take steps to streamline the process. Save your responses and attachments so when a similar project arises you won't have to start from scratch.

Turn your responses into a competitive advantage by spending a little extra effort developing timely, thorough, and professional responses may just give you what you need to make the cut!