

5 steps you should follow every time you write an RFP

To be successful, an RFP must capture vendor interest and provoke thoughtful responses.

And, as any procurement professional will tell you, accomplishing that is far more complex than simply filling out a RFP template. No matter what you plan to buy, there are five key steps that can make an RFP more effective.

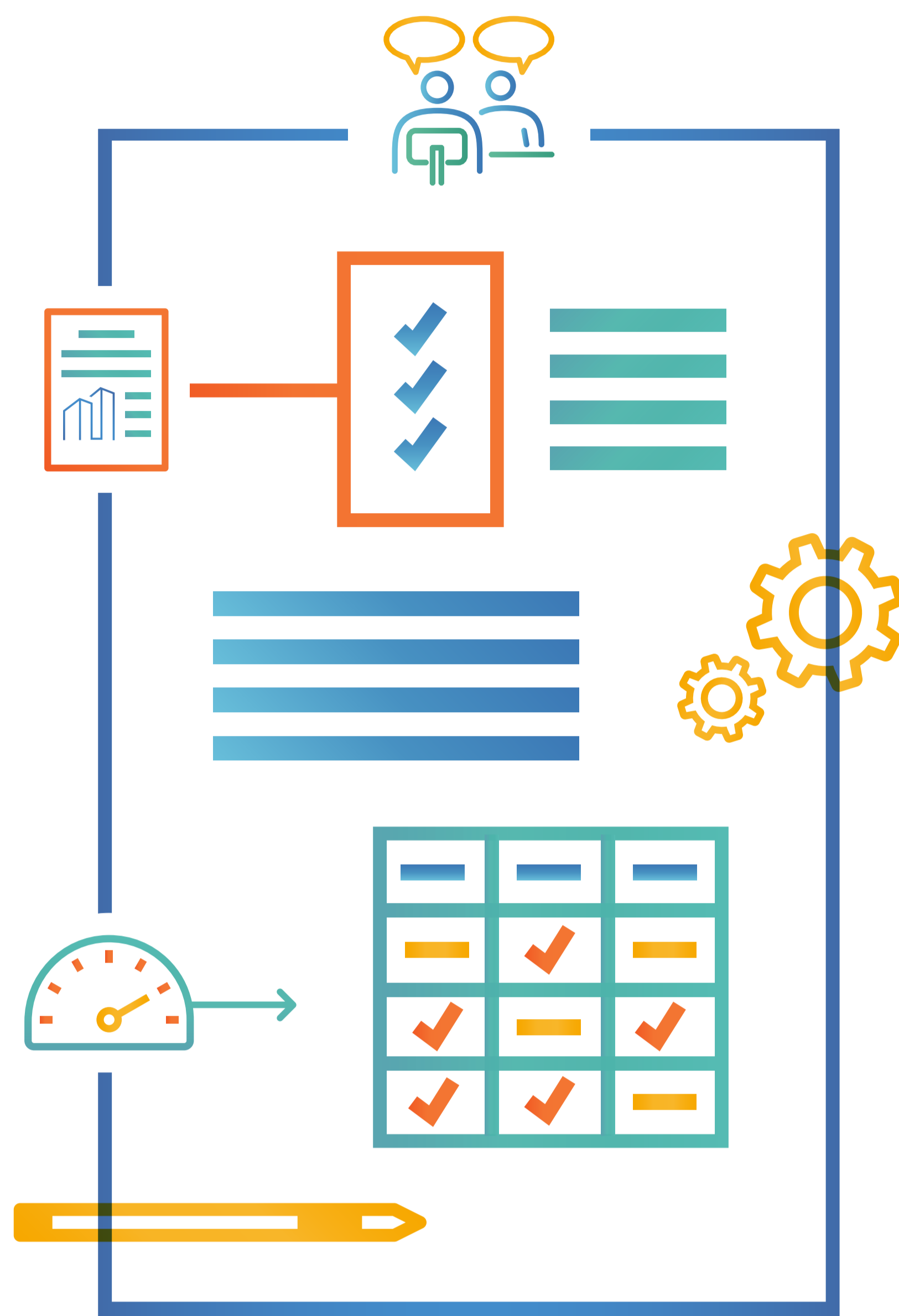
1 Invest in stakeholder discovery
Spend time conducting stakeholder interviews to uncover RFP requirements. The insights will enable you to write a concise and focused RFP.

2 Provide project information
Share plenty of information about your company and the project. Include anything that would help a vendor tailor their RFP response to you.

3 Carefully customize your template
Irrelevant information that lingers in your RFP template is a red flag to potential vendors. A completely customized template leads to more answers.

4 Publish your criteria and weighted scoring
If you make your priorities clear, vendors can prepare more thoughtful proposals. Share how each proposal section will be scored and weighted.

5 Ask the right questions for right now
To keep your RFP brief, only include questions to help you make a decision. Avoid questions for the RFP winner — those can wait until later.



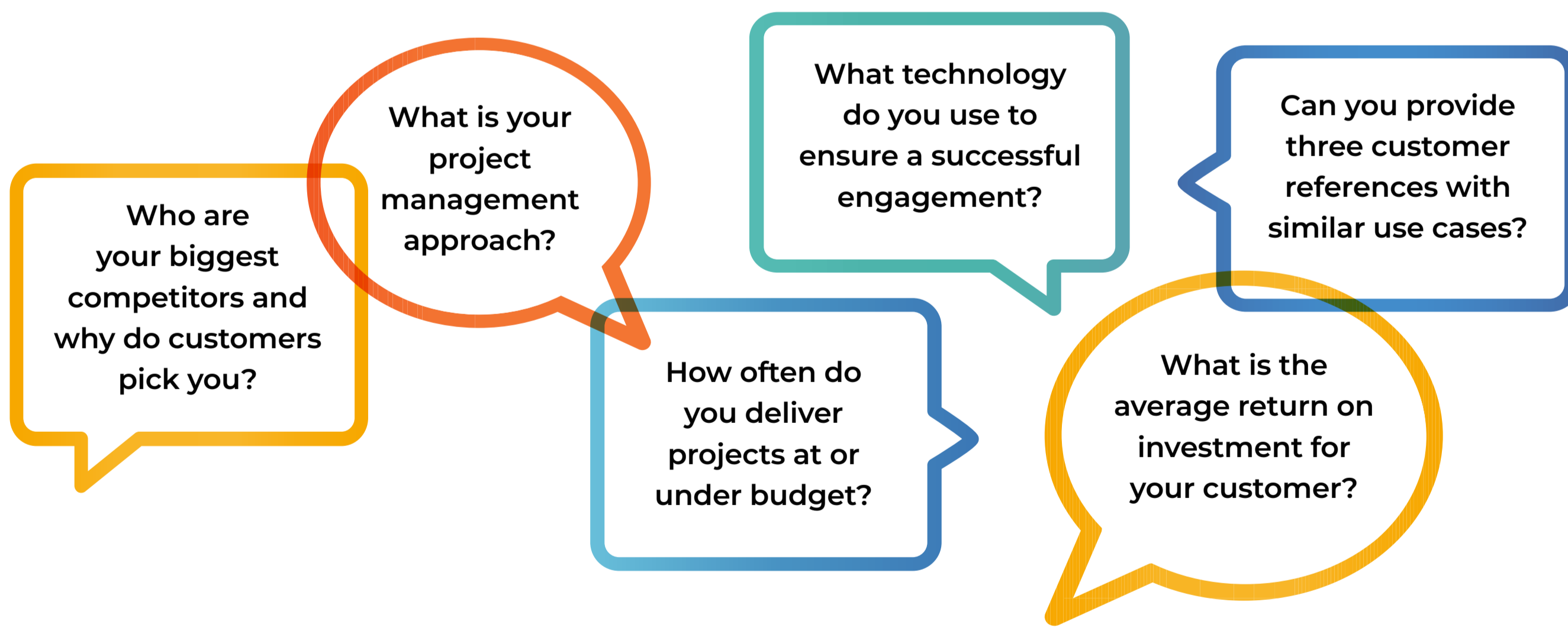
Sections to use in every RFP

While RFPs should be tailored to the project at hand, every RFP should include these standard sections. Depending on the project, you may need to incorporate additional sections, but remember to strike a balance between not enough information and too much.

- ✓ Company information
- ✓ Project background
- ✓ Goals and objectives
- ✓ Project scope
- ✓ Proposed budget
- ✓ Full RFP timeline
- ✓ Submission instructions
- ✓ Evaluation criteria
- ✓ RFP questions

RFP questions that lead to insightful answers

RFPs are all about gathering information to help you make the best choice. But, the questions that will help uncover that knowledge aren't always obvious. Consider including these questions to provoke interesting answers.



For more detail about the steps of the RFP process, download the ebook: [The RFP process guide](#).

