

# State of the RFP: 11 key statistics and insights

For years, buyers and sellers have been connecting and exchanging information using a simple tool — The request for proposal (RFP). Professionals on both sides of the process depend on one another and the RFP itself to deliver results.

Because the process is so common, statistics about RFPs are revealing. Explore RFPs by the numbers to understand the current state of the RFP and the implications they may have for you and your team.

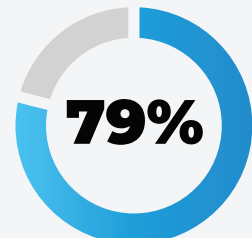


## What it means for proposal professionals



## What it means for procurement professionals

Increased visibility of the proposal team with higher performance expectations.



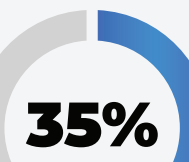
79% of APMP members have two or more organizational leaders on their business development team.

Workloads are full. Time to debrief, examine and optimize processes is limited.

77% of proposal professionals say their proposal process isn't ideal.



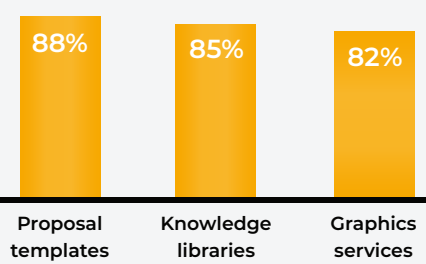
Use simple language and help evaluators of all levels of expertise understand your message.



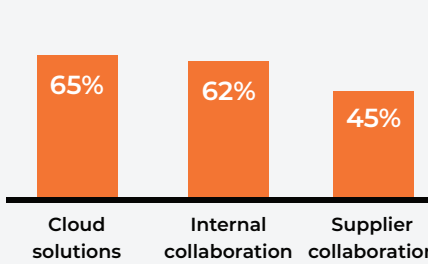
35% of RFP proposal scores lack consensus.

Technology is empowering, but not an instant solution to every problem. Focus on adopting the tools buyer's want you to use.

### Crucial technology for proposal professionals

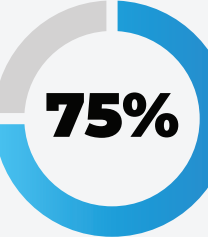


### Technology CPOs have:

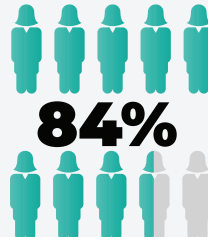


RFP tools are everywhere. Look for a platform that offers collaboration, a knowledge library, automation and workflow.

75% of proposal teams with fully-adopted technology in place always finish their bids on time.



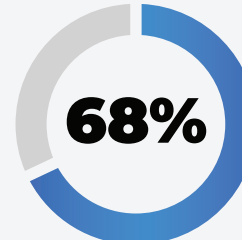
Procurement teams are embracing technology and if it hasn't already changed your RFP response process it will soon.



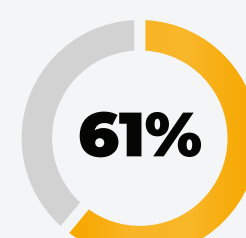
84% of CPOs believe that digitization is important to improving procurement.

Businesses are looking for partners not transactions. Ask questions, and invest time in capture management practices and win theme research.

68% of CPOs identified strategic sourcing as a key area for improvement.



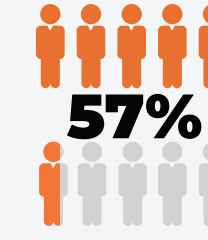
Expect more technical questions. Engage teams from key departments including IT, finance and legal in the proposal process.



61% of CPOs believe that procurement-related risk has increased.

Proposal data is valuable. Start small by collecting and reviewing data about your process and outcomes.

57% of CPOs say quality of data is a barrier to technology adoption.



RFP issuers have done their research. Focus on differentiators, responsiveness and communication.

67% of a buyer's time in B2B purchasing is spent on internal discussion and research.

Better quality proposals. But, vendors may be more selective about which RFPs they respond to.

Write RFPs that are clear and concise to improve vendor relationships and engagement.

Each evaluator adds time and cost to your process. Use closed questions and weighted scoring to simplify evaluation.

RFP software should benefit both you and your vendors. Look for an easy-to-use tool that centralizes your process.

Nothing but good news here. Expect faster, more customized responses and greater vendor engagement as RFP software is increasingly adopted.

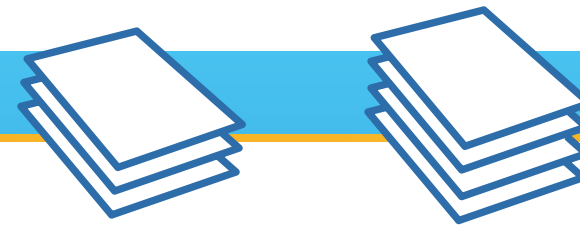
Technology maximizes value while reducing risk. Focus on easy-to-use tools with proven return on investment (ROI).

Strategic sourcing is nuanced, but should reduce overall costs. Share background and context with vendors to ensure you get detailed, relevant responses.

Address risk proactively in the RFP process. In addition, issue recurring due diligence questionnaires and vendor assessments.

Procurement data is housed in a number of systems. Explore tools that integrate to get the most out of your RFP data.

Market research will narrow the vendor field when issuing your RFP, resulting in faster evaluation.



RFP  
116

PROPOSAL  
144

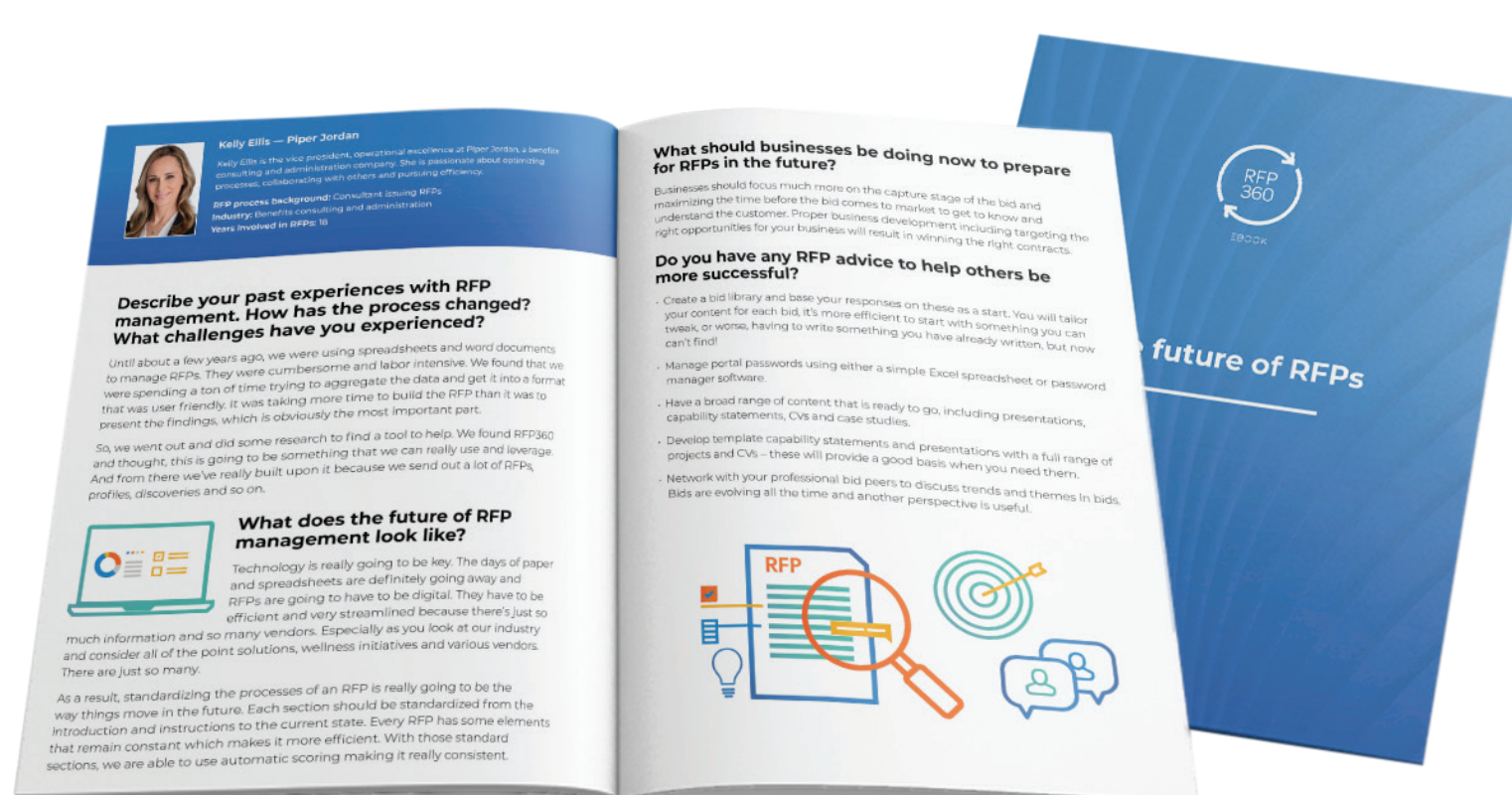
On average, a public sector RFP is 116 pages long and a resulting proposal is 144 pages.

Ultimately, the impact of overly lengthy RFPs and proposals is the same for both sides of the process — frustration and inefficiency.

Consequently, buyers and sellers alike struggle to manage full workloads. Likewise, they each are eager to build long-term, mutually beneficial partnerships.

The future of RFPs depends on building more collaborative, transparent and technology-driven processes.

To explore expert insights about how to prepare for success in the future, download the ebook: [The future of RFPs.](#)



Sources:

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