

REQUEST FOR PROPOSAL

What if you receive a request for proposal that very clearly defines what the prospect wants... using words taken directly from your competitor's web site



Should you short-cut your sales process and mobilise your team to submit a proposal? Or set-up a meeting to qualify the opportunity



Why qualify?

Because customers tell us that in

80 – 90%

of cases, RFPs are used to benchmark the pricing and performance of existing suppliers... who end up getting the order in any case.

Create new needs

When you meet them, you could try to uncover new needs and develop their decision criteria around your strengths. That way, when the time comes to present your proposal, you'll catch the competitor by surprise... because their solution no longer matches the new needs you have created.



That's why you should qualify your real chances of winning instead of wasting your time.

So, responding to an RFP is not as cut-and-dry as you might think. It should be the starting point to engage with the prospect and implement your Sales Process.

Is this always possible?

No, sometimes the buying process has just gone too far before you were invited and sometimes the organisation's rules just don't allow it.

