

How to Respond to an RFP:

When looking for business you may run across a request for proposal or RFP. It may come from a Virtual Assistant company that matches clients to VAs, or places like Freelancer or upwork. Companies put them out to compare best prices, or cheapest pricing and to find the best person for the job. They want the ability to compare apples to apples.

Your proposal is often your first interaction with a potential client. It's your opportunity to introduce yourself, highlight your expertise, and show the client why you're the best candidate for the contract.

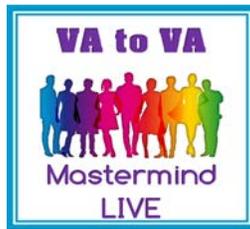
It could be a lot of work to do but in the end, may not lead to a win. So being able to do it well is important to your success.

Tips:

Before you start crafting that winning proposal, you'll want to find a project that matches your skill set and interests. Read each Work Description carefully and ask yourself questions like: Can I perform the tasks that the client is asking for? Does the project have a suitable budget? Did the client fill out a complete and thoughtful job description? Some clients put a lot of information in a Work Description while other clients are more concise and may not provide as much detail. You can't craft a winning proposal if the RFP is vague and says little.

Once you do find an RFP that fit your skill sets, follow these tips to help you craft a convincing response to an RFP that will cut through the muddle:

1. Try to grasp what the RFP entails.



2. Review the components of the RFP.
3. Review the prospect's requirements.
4. Create a business proposal.
5. Be concise but brief (don't throw in the kitchen sink)
6. Respond to objections.
7. Present your Proposal.
8. Use your cover letter to sell yourself and your business.

What to include in your RFP:

Always remember to stick to the vital details, such as:

- A brief summary of your company (brief as in paragraphs, not pages)
- What you want to help the prospect accomplish
- A blueprint of your planned execution
- A timeline for getting it done
- Pricing
- Policies
- Contact information

Every new RFP is an opportunity, not something to be afraid of or anxious about. With a healthy dose of confidence and some excellent business proposal writing skills, you can win new business with the RFPs that come your way, time and time again.