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RFP Writing - Hints & Tips

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Starting point...

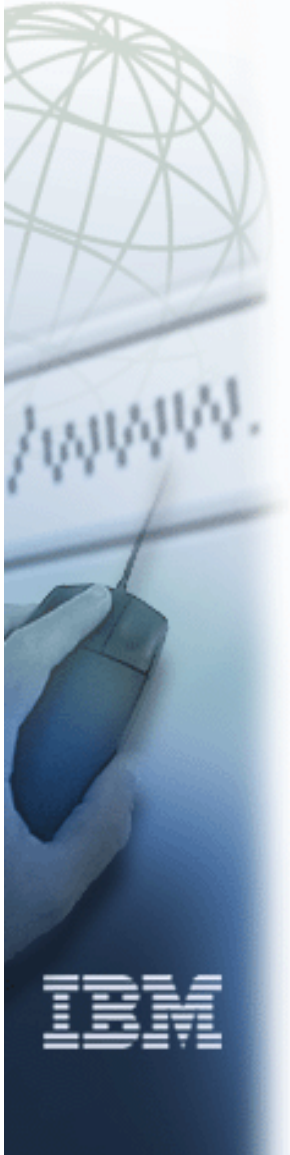
- RFP arrives and you should be aware of these questions...
 - ▶ Who is the author of the RFP?
 - ▶ Were you involved in the "vision creation"?
- What is an RFP?
 - ▶ Is there financials/funding behind the RFP?
 - ▶ What are YOU trying to accomplish if and when you do response





Getting to the Customer..

- Try to arrange a meeting to reengineer their vision to your vision
- Work with IBM to understand their involvement





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Working the RFP - Basics

- Organize the logistics of the response
- Organize the team for working the response
- Try to, as early as possible, determine the total solution including the vision message and total architecture. Then get the pricing going...





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Working the RFP - Requirements

- When ever possible, ensure that you avoid a NO answer in the requirements section - try to answer with "what you do" not with "what you do not do".
- If confused about a requirements, try to think about your competition. It is possible that the requirement is for them.
- Let the customer clarify at the Response presentation!

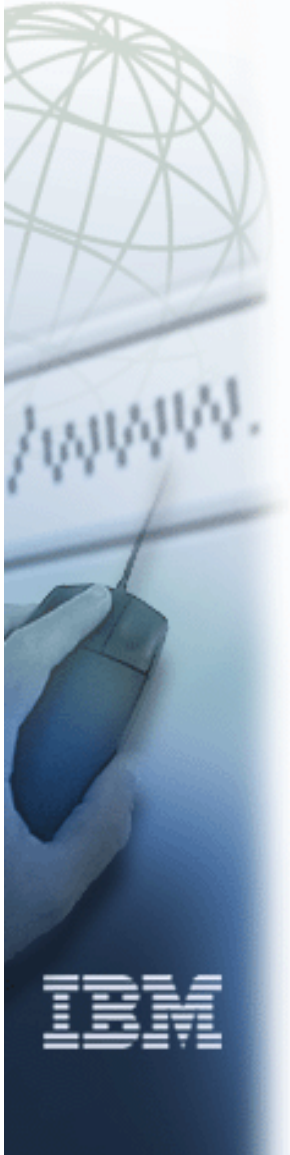




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Working the RFP - References

- References should be highlighted throughout the RFP - not just in the dedicated reference section

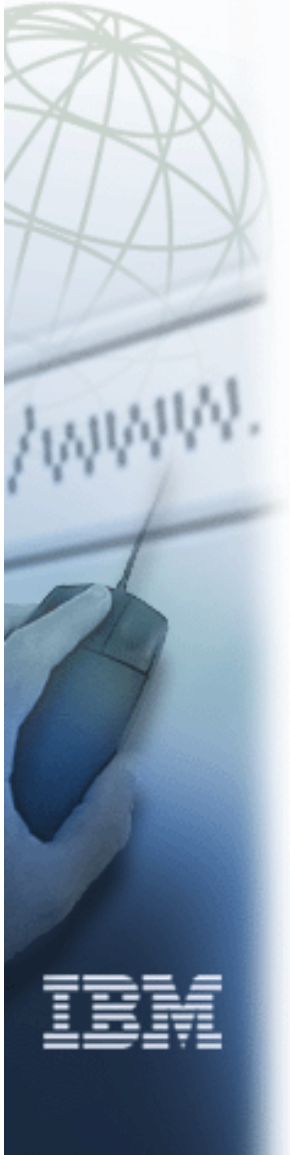




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Working the RFP – Pricing

- Depends....
 - ▶ Are they looking for final pricing?
 - ▶ Are they looking for guidelines?
 - ▶ Is this a government/state bid such that final price will determine the winner?
 - This one will drive the vision!





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RFP hint & tips

- Q & A

