

Responding Successfully to a Request for Proposal

"The only workshop that I have taken that I can go back to the office and actually do what the training was supposed to teach me to do!"

More and more frequently private sector companies and government organizations are releasing Requests for Proposals (RFP's) as part of their procurement process and moving away from the traditional bid process. Construction companies will win or lose contracts based on their responses to these RFP's. Responding to a Request for Proposal (RFP) successfully requires knowledge, understanding and a proposed solution of the subject, while convincing the potential Owner that your company is the best suited to build their project.

THROUGH CASE STUDY OF AN ACTUAL RFP AND THE DEVELOPMENT OF THE RFP RESPONSE
THIS COURSE WILL COVER:

Participants will:

- Understand the differences between a Request for Quotation (RFQ) and the typical prequalification in the bid process and how to respond to that RFQ. Your company must first pass the "RFQ" test before being invited to participate in the RFP process.
- Learn the fundamental differences between an RFP and the traditional bid process.
- Learn to analyze your companies' SWOT (Strengths, Weaknesses, Opportunity and Threats) and how to leverage these for the RFP response.
- Learn how to analyze the RFP to:
 - Understand the Owner's requirements both for the RFP response and the project
 - Demonstrate knowledge of the Owner
 - Understand how your company can best suit the solution
- Create a successful strategy for developing a winning response.
- Learn how to *"Say it (sell it) in terms of the Owner's request....not in terms of what you have to offer"* Jeffrey Gitomer.
- Develop "win strategies".
- Understand and create "differentiators" to set your company above the competition
- Learn to prepare your written response effectively while following the guidelines set out in the RFP.
- Learn how to create a strategy with respect to the Request for Information (RFI) process and Owner/Design meetings.
- Understand the risk and opportunity within the RFP.
- Learn how responses to RFP's are evaluated and how best to address the criteria.
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- Learn engaging and effective presentation techniques.
- Create an RFP response to the Case Study – both written and presentation.
- Present your Team's RFP proposal.

Who should attend:

General Contractors, Trade Contractors, Architects, Designers, Engineers, Consultants, Bid/Proposal Managers and allied professionals in the construction industry.

