

WHY YOU ARE NOT WINNING ENOUGH RFPs (TENDERS) AND WHAT TO DO ABOUT IT

Many companies win business by responding to Requests For Proposals (RFPs, aka tenders). But it requires a lot of hard work, and win rates often disappoint. Also, when contracts are won, they may not generate as much revenue as anticipated.

Typically, companies bid on whatever RFP seems to be a reasonable fit and hope for the best. It's a numbers game. But 90% – 96% of the time the numbers disappoint. That's right, a win rate of 4-10% is all you can expect using that approach – and that's if you do everything right, i.e. follow all instructions, present your offering in just the right way, provide the right price/quality mix, dot the i's and cross the t's, etc.

That's fine if you are happy to invest considerable time and effort to once in a blue moon win a contract that may not even deliver the expected revenue. Not bidding, however, would earn you zero business. So, is there a better way?

How some companies win more than their fair share

Some companies certainly think so. They achieve win rates as high as 60%. They're doing something different that works. And the more companies boost RFP win rates in this way, the fewer contracts are available for those who don't. So, there's a real risk that, as your

competitors get better at winning RFPs, your win rate suffers even if you maintain the same bid quality.

Companies that are playing a better RFP game are taking a strategic approach that tilts the odds much more in their favour. They have clear visions, goals and Key Performance Indicators. They are committed to strategic planning. They systematically learn and improve. They also recognise that it's the sum of the parts that makes the difference, i.e. the careful orchestration of multiple actions is the path to success, rather than looking for a single non-existent "silver bullet".

How you too can get more than your fair share

So, how can [Procurement Cube](#) help you join the companies achieving higher-than-average RFP win rates? We'll start by conducting an *Initial Review* to take stock of your RFP achievements to date, draw out lessons and start identifying opportunities.


The outcome of the review serves as input to your *Strategy Development Workshop*. Procurement Cube will facilitate it, leveraging appropriate strategy development tools (e.g. SWOT, Porter's 5 Forces and Diamond-E). Having generated strategic options and selected the best way forward, we'll facilitate an *Implementation Planning Workshop*.

Here are three key reasons why Armand Brevig, Procurement Cube's Lead Consultant, is ideally placed to help you develop an effective RFP strategy:

1. **Appreciates the challenges of Sales**: Generating sales for Procurement Cube and leading a team of sales people as a Global Director of Sales for a SaaS company, have given Armand a deep appreciation for the challenges sales people face every day.
2. **Experienced strategy developer**: Since earning his MBA from Canada's leading business school, Armand has led Procurement and Sales teams to develop impactful strategies.
3. **Insider Procurement intelligence**: Based on his +20 years procurement and sales experience, Armand has developed Procurement Cube's *RFP Win Cube*. It's a 6-step formula for success, which outlines key focus areas to ensure better outcomes. Also, Armand's experience includes authoring and evaluating multi-million dollar RFPs.

Taking a strategic approach to win more RFPs really works. Our proven approach helped one client double their RFP win rate. They already had a respectable win rate of 30%, which we helped get to 60%. Imagine what those kinds of results could do for your business.

Through an *Initial Review*, followed by expert facilitated workshops, [Procurement Cube](#) offers an effective actionable way of dramatically improving both revenue and RFP win rates.



2. Where do you want to go?

Vision/Goal

What does “the view” look like in terms of e.g., revenue, profit, new clients, RFP win rate etc?

3. How do you get there?

Strategy development/planning

Competitive/market analysis: trends, threats, opportunities

Assessment: Identify your company’s strengths and weaknesses

Options: Consider the *RFP Win Cube**. Generate strategic options and select one

Action plan: Define key activities, determine who does what, processes, sequencing, timing, etc.

Track progress: Define KPIs that are easy to generate, difficult to manipulate and which are actionable



1. Where are you now?

Take stock

Build on/verify the *Initial Review*. How did we get here and what can we learn from it? What has worked well and where are the opportunities for improvement?

*The *RFP Win Cube* is a 6-step formula for success, which outlines the key focus areas to ensure better outcomes when pursuing sales via RFPs. The model has been developed by Procurement Cube based on lessons learned from past client engagements