



THE RFP STAR

POSITIVE POSITIONING FOR RFP SUCCESS

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PAICR | THE ASSET
MANAGEMENT
MARKETING
ASSOCIATION

2017 RFP SYMPOSIUM



Your RFP Start: Tips for Beginning Your RFP Role

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- University of Florida – History & Pre-Med
- Joined Invesco Ltd. as an Associate RFP Specialist in November 2015.
- Promoted to RFP Specialist in 2017.
- University of Pennsylvania – Finance & Marketing
- Joined Voya IM as an RFP Analyst in September 2015



Positives of RFP Career and Future Prospects

- Exposure to Broad Array of Topics in Financial Industry
 - Equity/Fixed Income/Alternative Strategies
 - Compliance, Legal, Trading, and Risk
 - Retail and Institutional Channels
 - Strong introduction to financial industry
- Project Management
 - Deadline driven
 - Collaboration between departments
 - Multi-tasking
- Relationship Building
 - Communication across several departments



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Keys to New RFP Writer's Success

- Organized Global Team Structure
 - Clear division of responsibility
 - Global firm language specialist dedicated to providing consistency between regions
- Region and Strategy Specialization
 - Deeper understanding of strategies covered
 - Developed stronger relationships by continuously working with the same investment team.
- Cross Training
 - Ensure each RFP writer has someone trained in the event of a prolonged absence or departure
- Maintain Detailed Records
 - Update language 1-2 weeks after an RFP
 - Maintain a 'cheat sheet' that has instructions and details anyone would need to step in and work on your designated strategy

Cheat Sheet Example (Firm level):

Last Name	First Name	Department	Location	Area of Expertise	Regional Focus	Contact: List Group/Email	Notes
		Accounts Payable	Atlanta	Acct Payable	United States		Direct all e-mails through group e-mail
		Brand Marketing	Houston	Historical Fund Annual Reports	Global		
		Business Continuity/Disaster Recovery	Hong Kong	Business Recovery - Asia Pac	Asia Pacific		
		Business Continuity/Disaster Recovery	Toronto	Business Recovery	North America		
		Compensation	Atlanta	Compensation Questions - RFP	Global		
		Compliance	Hong Kong	Asia Pacific Compliance Questions	Asia Pacific		Prefer to be e-mailed through group e-mail
		Compliance	Toronto	Anti-Money Laundering - Canada	Canada		Prefer to be e-mailed through group e-mail
		Compliance	Toronto	Investment Monitoring & Periodic Reviews of the Business	Canada		Prefer to be e-mailed through group e-mail
		Compliance	Toronto	CCO and also the designated Anti-Money Laundering Officer	Canada		Prefer to be e-mailed through group e-mail
		Compliance	Toronto	Marketing Material Reviewers	Canada		Prefer to be e-mailed through group e-mail



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What Has Made the Process and Our Team Successful

- Standard RFP
 - Revamped process and gave exposure to all asset classes
- Cross Training
 - Training plan with everyone on the team involved
 - Covering multiple maternity leaves
- Sitting on the Trading floor
 - Exposure to research meetings
 - Exposure to investment team meetings



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Tricks of the RFP Trade

Best Practices

- Clear Structure in Assigning RFPs
 - Qualification/Kick-off call with relevant personnel
- Manage Deadlines
 - Create timeline for every RFP
 - Note additional time needed to translate or provide hard copies
- Send Questions & Drafts Early
 - Answer as much as possible
 - Pull answers from other strategies to use as a skeleton

Training New Employees

- Create a Training Manual/Cheat Sheet
 - Possess instructions on where to source information and SME's to contact
 - Keep information updated and easily searchable (PMAPS/QVIDIAN/Excel/SharePoint)
- Use DDQs Answered Regularly for Training
 - Provides RFP writer with a reference on how each question should be answered



Learning Experience



Questions?



Thank You