



# THE RFP STAR

POSITIVE POSITIONING FOR RFP SUCCESS

**Harvard Club of New York**

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**PAICR** | THE ASSET  
MANAGEMENT  
MARKETING  
ASSOCIATION

**2017 RFP SYMPOSIUM**



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## Your RFP Start: Tips for Beginning Your RFP Role

**Clay Whitaker**, RFP Specialist  
Invesco Ltd.

- University of Florida – History & Pre-Med
- Joined Invesco Ltd. as an Associate RFP Specialist in November 2015.
- Promoted to RFP Specialist in 2017.

**Isabel Han**, RFP Analyst  
Voya Investment Management

- 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



## 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



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## Learning Experience





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Questions?





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Thank You