

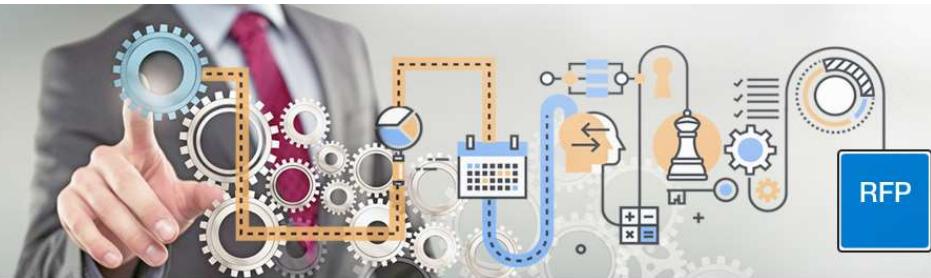
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2018 RFP SYMPOSIUM

MAY 7 | CONVENE PARK AVENUE

SOME ASSEMBLY REQUIRED:

THE RFP PROCESS END-TO-END



Maximizing the Opportunity: THREE THINGS YOU CAN DO TODAY TO PRODUCE BETTER RFPs



Kyle Purcell, President



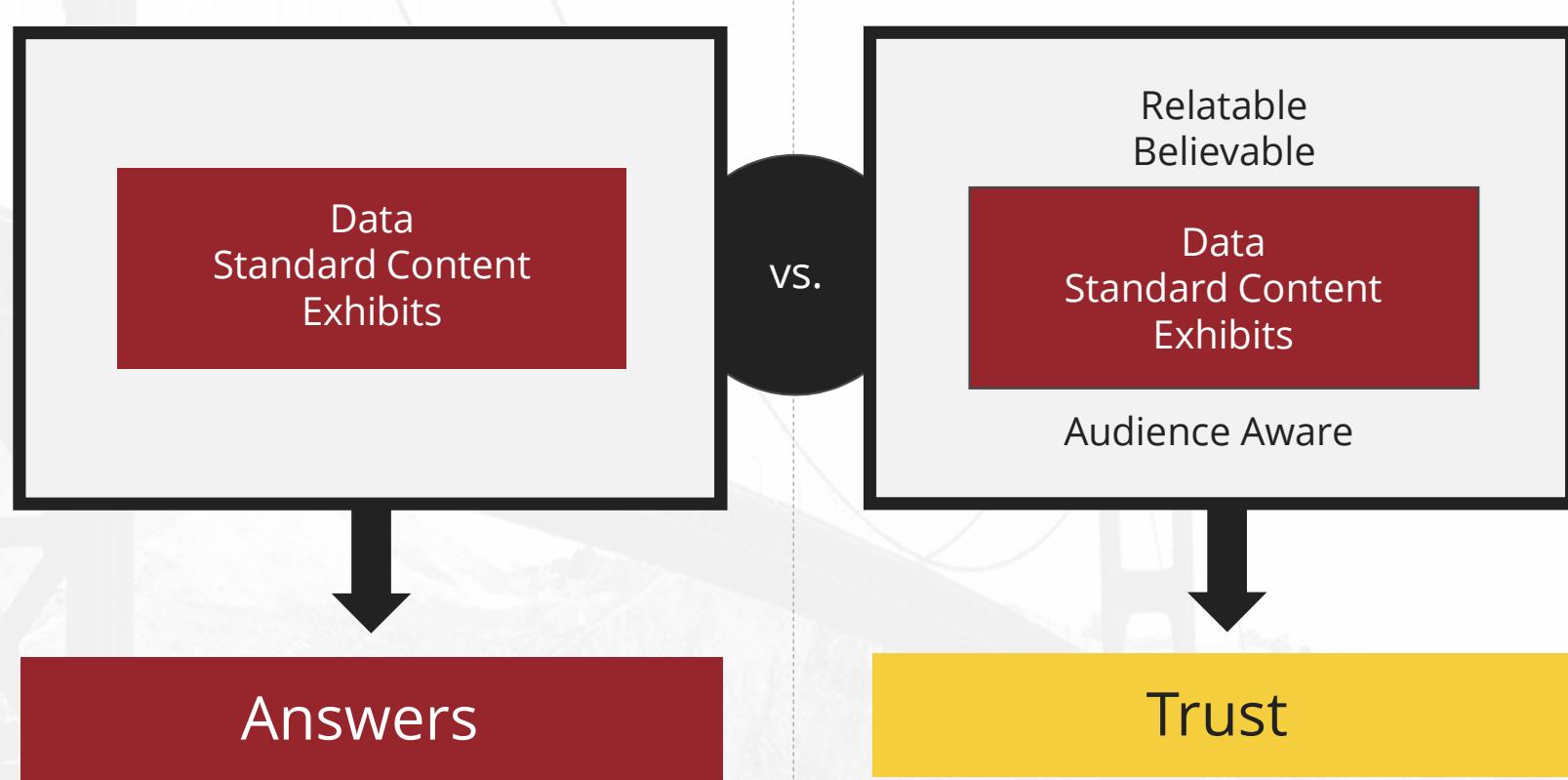
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Why Is Content So Hard in RFPs?

- Large differences among audiences (consultants, gatekeepers, fiduciaries)
- Frequent internal disagreements among company leaders
- Difficult to keep up with managing, storing, and updating tasks for existing content
- In many cases, doing it well involves significant resources and costs
- The sale seems incidental to the content

Everyone produces RFP content,
but no one knows what it means to do it well!

What Are You Trying to Communicate?



The Purpose of Communication is Trust

“Relationship marketing has ... been focused on variables, such as commitment and trust, which in reality are consequences or effects of communication.”

How Integrated Marketing Communications (IMC) Works: A theoretical review and an analysis of its main drivers and effects. Lucia Porcu, Salvador del Barrio, Garcia and Philip J Kitchen, 2012

Keys to Building Trust in Communication



MESSAGES
that
Reveal
and
Resonate



VOICE
that is
Relatable



PROCESS
that is
Consistent
and
Efficient



BEST PRACTICES
Standards for
Quality and
Efficiency

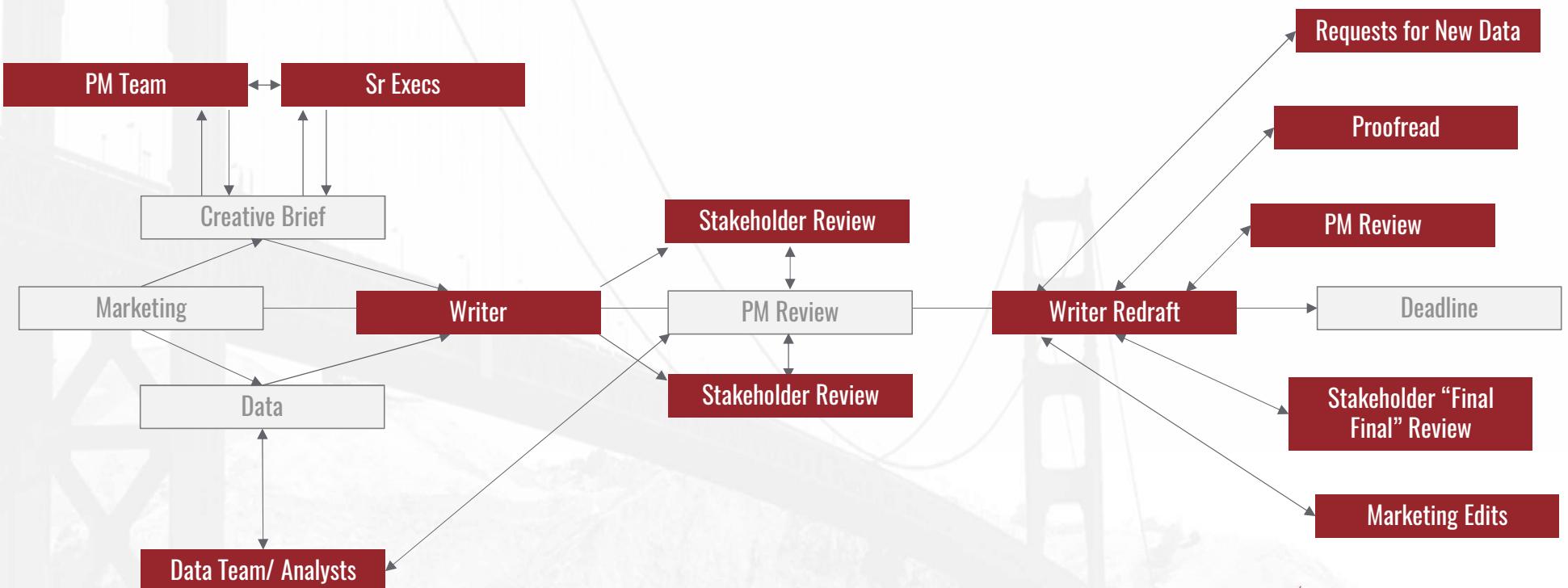


* https://www.amazon.com/Clear-Simple-Truth-Writing-Classic/dp/0691147434/ref=sr_1_1?ie=UTF8&qid=1518192787&sr=8-1&keywords=clear+and+simple+as+the+truth

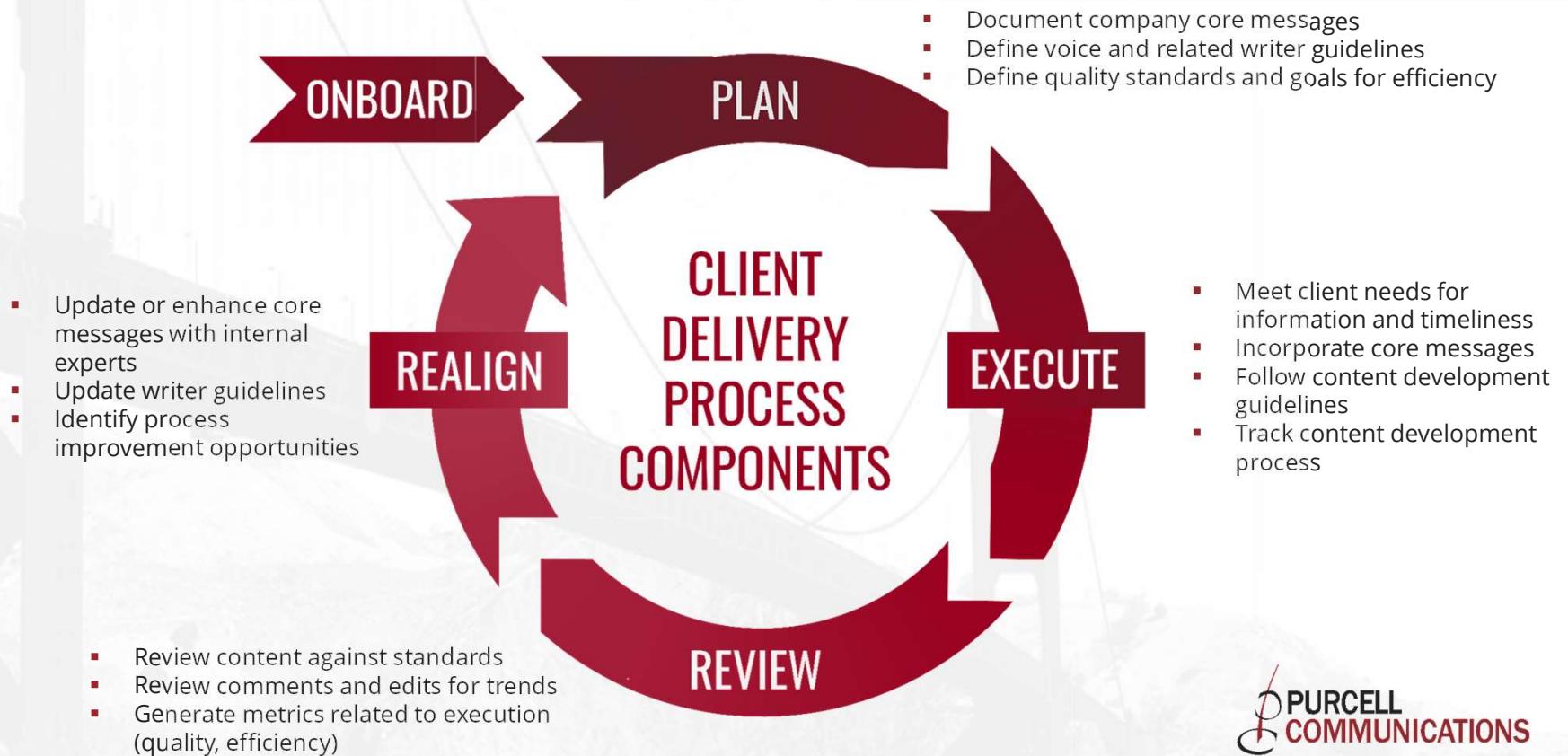


3 Things You Can Do Today

Process



Iterative Methodology



Message: Create an Audience Profile



WHAT YOU ALREADY KNOW

- Answer the questions they ask
- Conform to company core messages
- The way your internal partners prefer to position answers to common questions



WHAT YOU COULD ADD

- A more detailed and documented understanding of your audience



Create an Audience Profile

Message – Building an Audience Profile



- Document what you know
- Talk with your sales team
- Include your internal audience as well as clients/prospects
- Share learnings with RFP editors
- Update regularly



Create an Audience Profile

Voice – Compile Data about Edits



WHAT YOU ALREADY KNOW

- Use institutional-appropriate language
- Reflect the company's brand and style guide
- The editorial foibles of your internal partners



WHAT YOU COULD ADD

- Data about the feedback you receive – and examples of what works and doesn't work



Compile Data about Edits

Voice – Compile Data about Edits



- Gather all comments and edits for a given RFP
- Look for trends
- Categorize edits you receive and volume of each
 - Errors
 - Positioning
 - Word Choice
- Document learnings and share with the team
- Update audience profile as needed



Compile Data about Edits

Process – Compile Data about Deadlines



WHAT YOU ALREADY KNOW

- It is hard to get internal partners to provide inputs or comments in a timely way
- Multiple reviewers change things right up to the deadline – and beyond
- Wait and hurry up nature of RFP development



WHAT YOU COULD ADD

- Documented measurements against the project timeline, including interim milestones



Gather data about what prevents
you from hitting RFP deadlines

Process – Compile Data about Deadlines



- Establish reasonable project milestones/turnaround times for your team and your internal partners
- Note when those milestones aren't met and the reasons why
- Regularly (monthly, quarterly, or semiannually depending on volumes) report on the main causes of deadline shifts
- Use the data to negotiate better turnaround times from your partners



Gather data about what prevents
you from hitting RFP deadlines

Summary



Create an Audience Profile



Compile Data about Edits



Compile Data about Deadlines

These steps will give you more control over the RFP process.