

RFP – Should we bid?

Instructions for using the tool

(see table on next page)

1. Decide on your % weighing for questions 1 to 10 in column C
2. For questions 1 to 10, score your answers in column B
3. Multiply the values in column B & C together and write your total in column D
4. Add these scores in column D, then divide by 10 and turn into a percentage
5. Review answers in call-out box below table

For more tools, insights and courses,
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		Illustrative scores	Illustrative % weights	
A		B	C	D
Before you respond to an RFP, score the following		10= Yes definitely, 5 = kind-of, 0 = No	Qualification Weighting %	Weighted Score
Q1	Are we on the Preferred Suppliers' List?	8	15%	1.2
Q2	Can we meet the Economic buyer and/or Procurement for a meaningful discussion before submission?	5	15%	0.75
Q3	Do we understand the business issue/problem they are trying to solve?	7	10%	0.7
Q4	Do we have unique, deep expert knowledge that can solve their problem?	3	10%	0.3
Q5	Is there a high quality, written brief?	8	10%	0.8
Q6	Do we know why they are tendering and do we have a compelling story that addresses their needs?	7	10%	0.7
Q7	Is there a budget and is it >£XXk (Tip: Use your minimum sales deal threshold value)	5	10%	0.5
Q8	Do we know who the competition is (external or internal)?	0	10%	0
Q9	Have we worked with this company in the last 3 years?	0	5%	0
Q10	Do we have an internal sales coach at the client that will talk to us?	0	5%	0
Total percent probability of winning the deal			100%	50%



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<30% Weighted score: No-bid

30%-50% Weighted score: More qualification required

50%-70% Weighted score: Bid; probability of winning <30%

>70% Weighted score: Bid; probability of winning should be >30%

Note: The above are illustrative scores. © Piscari Ltd.



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