

InCite RFP Guide

RULES TO WIN AN RFP

1. Begin by determining why they are doing an RFP. Don't be aggressive as a sales person in doing this. They will read right through it. If you can ask without being aggressive, or if you can determine from logic, you will do well to understand why. What are some different why's that are valuable to know?
 - a. Federal or state requirement.
 - b. Corporate policy.
 - c. The way they have always done it.
 - d. Board requirement or suggestion.
 - e. New person in the job and doesn't have relationships anywhere.
 - f. Buyer hates dealing with salespeople and being manipulated.
 - g. Buyer is a subservient / Hostile
 - h. Buyer is younger and is used to buying non-relational
2. When you understand why they are requesting an RFP, you can adjust your presentations accordingly. If you need assistance on this, please get with your Advisor for support.
3. Do what they ask. You are calling them stupid and not listening if you go your own course.
4. Don't be too wordy. Find a way to say what you need to say in as few words as possible.
5. Meet all time requirements.
6. Don't try to manipulate the system. Again, it will come across as being pushy and they will feel like they are being sold.
7. Try to be first or last on presentations. Set the standard or blow them away as the final. My preference is first if they are doing the verbals within a short period of time. They are usually fatigued and not as interested by the final presentation. However, if the presentations are over a few weeks, first is bad. They can forget a lot in that time frame.
8. Answer their questions and then "teach them" something new. Give them:
 - a. New process
 - b. New ideas
 - c. Different ways to think
 - d. Why something different is better

- e. Highlight HOW you work
 - f. Have branded or packaged solutions they cannot get anywhere else. Proprietary solutions.
 - g. Give examples and results to prove your systems.
 - h. Make takeaways a part of the process (Many RFPs are developed because the buyer does not like sales people or being sold. Takeaways will drop the defenses.)
9. Be humble in presentation but confident. Specifically answer their concerns or needs and then highlight your differentiation points and how you work. Nobody likes doing RFP's, don't show your distaste for the process in how you present.
 10. Don't give everything away (information and knowledge) in your initial proposal. Let them know something exists and give the results and value in that presentation. That presentation has to give them the WHY and intrigue them to want to meet you to get more detail.
 11. Be wise about the opportunity. If the RFP does not align with your value proposition, walking away with a formal letter explaining why can be valuable. The why in your declination letter should state the difference between what they are asking for and what you do that is different, and why it is valuable to your clients. You can say something like, "we have found that the risk of insurance gaps and failed insurance programs occur frequently when a total risk management assessment and plan are not incorporated into the process. We will not put our clients at additional risk by going outside of our process that has proven to bring quantifiable results. Therefore, we will have to pass on this opportunity. If your company would be interested in seeing the valuable process we use, we would be very pleased to engage."