

**RFP RESPONSE TEMPLATE**

*Our Proposal for [Project Name]*

Submitted by: *[Your Company Name]*

Submitted to: *[Prospect Company Name]*

RFP Reference: *[RFP Title / Reference Number]*

Date of Submission: *[Date]*

Point of Contact: *[Name, Title, Email, Phone]*

## SECTION 1 EXECUTIVE SUMMARY

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*This is the most-read section of any proposal. Write it last, place it first. Keep to one page. Answer three questions: what are we proposing, why are we the right vendor, and what is the core value we deliver?*

*[Your Company]* is pleased to submit this proposal in response to *[Prospect Company]*'s Request for Proposal for *[project or service type]*.

We understand that *[Prospect Company]* is seeking *[1–2 sentence summary of the buyer's stated goal in their own language]*. Based on our work with *[relevant client type or industry]*, we believe *[Your Company]* is well positioned to deliver *[core value proposition]*.

Our proposal outlines a *[X-phase / X-month]* engagement that will *[primary outcome]*. The total investment is *[pricing range or reference to Section 5]*.

We welcome the opportunity to discuss this proposal further at your convenience.

## SECTION 2 COMPANY BACKGROUND

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*Brief credibility-building. Two paragraphs is enough. Do not turn this into a company history.*

### **About [Your Company]**

*[Your Company] was founded in [year] and is headquartered in [location]. We work with [target customer type] across [industries], helping them [core value statement].*

### **Why this engagement matters to us**

*[1 short paragraph on why this client and project is a strong fit for your team specifically.]*

### **Select clients**

*[Logo strip or 3–5 company names in the buyer's industry or adjacent space.]*

### **Relevant credentials**

- *[Certification, partnership, or compliance standard — e.g. SOC 2 Type II, ISO 27001, GDPR compliant]*
- *[Award or industry recognition]*
- *[Years of experience in the relevant domain]*

### SECTION 3 UNDERSTANDING OF REQUIREMENTS

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*This section signals that you actually read the RFP. Restate the buyer's problem in your own words before describing your solution. Evaluators score higher when vendors demonstrate genuine comprehension rather than jumping straight to the pitch.*

#### **Our understanding of your challenge**

Based on *[Prospect Company]*'s RFP and any prior conversations, we understand you are facing the following:

- *[Pain point 1 — use the buyer's language as much as possible]*
- *[Pain point 2]*
- *[Pain point 3]*

#### **Our interpretation of success**

By the end of this engagement, *[Prospect Company]* will have *[desired outcome 1]* and *[desired outcome 2]*. The key metrics we will work toward are *[KPI 1]*, *[KPI 2]*, and *[KPI 3]*.

*If our understanding of your requirements differs from your intent, we welcome a clarifying conversation before final evaluation.*

## SECTION 4 PROPOSED SOLUTION AND SCOPE OF WORK

The heart of the proposal. Be concrete. Use the buyer's terminology. Avoid vague language like 'best-in-class' or 'end-to-end.'

### Solution overview

[2–3 paragraphs describing your proposed approach. Name the methodology, framework, or technology you will use and why it is right for this buyer's context.]

### What is included in this engagement

Deliverable	Description	Owner	Timeline
[Deliverable 1]	[Brief description]	[Your team / joint]	[Phase 1 / Month 1]
[Deliverable 2]	[Brief description]	[Your team / joint]	[Phase 2 / Month 2]
[Deliverable 3]	[Brief description]	[Your team / joint]	[Phase 2 / Month 3]
[Deliverable 4]	[Brief description]	[Your team / joint]	[Phase 3 / Month 4]

### What we need from your side

- [Access to / availability of]
- [Key stakeholder involvement from]
- [Data, systems, or resources needed]

### What is not in scope

List explicitly to prevent scope creep and set clear expectations.

- [Out-of-scope item 1]
- [Out-of-scope item 2]

## SECTION 5 PRICING AND COMMERCIAL TERMS

Buyers compare pricing across multiple vendors side by side. Break it down by line item. Avoid surprises. Transparency here builds trust faster than a low headline number that unravels in negotiation.

### Investment summary

Item	Description	Unit	Price
[Service / Product 1]	[Description]	[Per month / one-time / per seat]	[\$[X]]
[Service / Product 2]	[Description]	[Per month / one-time / per seat]	[\$[X]]
[Implementation / Onboarding]	[Description]	[One-time]	[\$[X]]
[Support tier]	[SLA description]	[Included / Per month]	[\$[X]]
<b>Total Year 1</b>			<b>[\$[X]]</b>

**Payment terms:** [e.g. Net 30, annual upfront, quarterly]

**Contract term:** [e.g. 12-month initial term, auto-renews annually]

**Pricing valid until:** [Date — typically 30–60 days from submission]

Volume discounts available for multi-year commitments or additional seats. Contact your account executive for details.

## SECTION 6 TIMELINE AND IMPLEMENTATION PLAN

*A milestone-based timeline signals operational maturity. A single go-live date does not. Include phases, dependencies, and what you need from the buyer's side.*

### Proposed project timeline

Phase	Milestone	Duration	Dependencies
Phase 1: Discovery and Setup	Kickoff, access provisioning, requirements validation	Weeks 1–2	Buyer provides system access
Phase 2: Configuration	Core build / setup activity	Weeks 3–5	Signed SOW, stakeholder availability
Phase 3: Testing and Validation	UAT, feedback cycles, refinements	Weeks 6–7	Buyer feedback within 3 business days
Phase 4: Launch and Handoff	Go-live, training, documentation	Week 8	Buyer sign-off on Phase 3
Ongoing: Support	Post-launch support, QBRs	Month 3+	Per support tier selected

### Key assumptions

- Timelines assume prompt access to required systems and stakeholders.
- Discovery findings may adjust Phase 2 scope. Any changes will be documented in a change order.
- *[Add any other assumptions relevant to your engagement here]*

## SECTION 7 TEAM AND CREDENTIALS

Introduce the people who will actually do the work. For high-value proposals, include brief bios and relevant experience. Attach case studies that map directly to the buyer's industry or use case.

### Your core team

Name	Role	Background
[Name]	[Project Lead / Account Executive]	[2–3 sentences on relevant experience]
[Name]	[Implementation Lead]	[2–3 sentences on relevant experience]
[Name]	[Solutions Architect / Technical Lead]	[2–3 sentences on relevant experience]
[Name]	[Customer Success / Support]	[2–3 sentences on relevant experience]

### Case studies

[Client Name] — [Industry]

**Challenge:** [1 sentence on their problem]

**Solution:** [1 sentence on what you did]

**Result:** [1–2 quantified outcomes — e.g. reduced response time by 40%, increased win rate by 22%]

[Client Name] — [Industry]

**Challenge:** [1 sentence on their problem]

**Solution:** [1 sentence on what you did]

**Result:** [1–2 quantified outcomes — e.g. reduced response time by 40%, increased win rate by 22%]

References available upon request.

## SECTION 8 COMPLIANCE MATRIX

Map your response directly to every numbered RFP requirement. Evaluators score against a checklist — this makes their job easier and signals thorough preparation. Required for government contracting; best practice for all complex RFPs.

RFP Ref #	Requirement	Our Response	Location in Proposal
[1.1]	[Requirement description from RFP]	[Fully compliant / Partially compliant / Note]	[Section 4, Page X]
[1.2]	[Requirement description from RFP]	[Fully compliant / Partially compliant / Note]	[Section 5, Page X]
[1.3]	[Requirement description from RFP]	[Fully compliant / Partially compliant / Note]	[Section 6, Page X]
[1.4]	[Add rows as needed]	[Status]	[Reference]

### Thank you for the opportunity.

[One closing sentence — reinforce your core value proposition and invite a conversation.]

Point of contact: [Name | email@yourcompany.com | +1 000 000 0000]