



Demystify the RFP Bid Process

Why this session has been created



- »» General increase in procurement of goods and services in all business sectors
- »» 2010 Olympic & Paralympic Winter Games will increase procurement activity
- »» Feedback from the business community
- »» Valued advice to help grow your business
- »» Assist in the planning process for your business

Welcome to Demystifying the RFP



»» What you will walk away with:

- ▶ Understand the basic components of RFP's
- ▶ Decision making steps to assess whether to bid or not to bid
- ▶ Principles of sustainability and practical implementation
- ▶ Handouts - put what you learn to work

Welcome to Demystifying the RFP



» Facilitator Introduction:

– Flavio Caron



Demystify the RFP Bid Process

Welcome to Demystifying the RFP



» Today's Agenda

- ▶ What is an RFP? How do you find an RFP?
- ▶ What is the process for submitting bids?
- ▶ What does a successful proposal look like?
- ▶ Alliances - Subcontracting
- ▶ What is VANOC looking for?
- ▶ Sustainability
- ▶ Summary

What is an RFP?



- A Request For Proposal (RFP) is a tool to create a competitive environment for the procurement of goods and services
 - ▶ Used by both Private & Public Sector
 - ▶ Enables the buyer to get the best possible product at the best possible price from the most qualified suppliers.
 - ▶ RFP can also provide for safeguards against fraud, collusion, nepotism, and cronyism.

Types of Proposal Requests



» Data gathering - may or may not contract

- ▶ Request for Expressions of Interest (RFEI)
- ▶ Request for Information (RFI)
- ▶ Request for Qualifications (RFQL)
- ▶ Request for Technical Specifications (RFTS)



Approved Vendor List (AVL)

Types of Proposal Requests



- Will probably contract, but no vendor selected
 - ▶ Request for Quotation (RFQT)
 - ▶ Request for Proposal (RFP)

Types of Proposal Requests



- Will contract and a vendor has been selected
 - ▶ Notice of Intent (NOI)
 - ▶ Letters of Objection

Elements of the RFP - Sample



1. Project Overview & Administrative Information
2. Technical Requirements
3. Management Requirements
4. Vendor Qualifications and References
5. Vendor Section
6. Pricing Section
7. Contracts and Licenses
8. Appendices

Finding Opportunities



»» Where do you go to find RFP's

- ▶ Industry Reports/Newsletters
- ▶ Associations and Organizations
- ▶ Websites
 - Source Canada
 - BC Bid and other provincial sites
 - Merx
 - VANOC
 - 2010 Commerce Centre

Finding Opportunities



- »» Where do you go to find RFP's
 - ▶ Uncovering Hidden Opportunities
 - » Search engines - used effectively
 - » Search corporate websites
 - » Craigslist / Elance
 - » Chambers of Commerce, Merchant Groups
 - » Word of mouth - Networking

The Process of Submitting Bids



1. Bid / No Bid Decision
2. Outline Bid
3. Select Your "Team"
4. Secure Resources
5. Work Assignments
6. Solutions
7. Proposal Review
8. Proposal Submission

To Bid or not To Bid?



- » Your Business Plan is for YOU
- » A solid Business Plan is your plan for success
- » Guides decision making on various opportunities

www.rbcroyalbank.com/olympicbusiness

- ▶ 7 key sections to your Business Plan
- ▶ Assists with financing requests
- ▶ Sample Business Plan

SAMPLE - Opportunity Funnel



The Process Of Submitting Bids



2. Outline Bid

- ▶ Get all the “facts” – understand what the buyer really wants
- ▶ Select possible solutions to meet the RFP requirements
- ▶ Determine which “teams” will be affected by the bid
- ▶ Determine what resources, time, and capital will be required to submit a bid

Fact Finding Techniques



- » How can the vendor get the information they need to write a winning bid
 - ▶ The Official Question and Answer Period
 - ▶ The Vendors' Conference
 - » No report can completely identify the atmosphere and unspoken clues you can get by attending

Fact Finding Techniques



» The Most Important Information

» What does the buyer really need?

» What is their “CORE NEED”?

The Process Of Submitting Bids



3. Select Your “Team”

- ▶ Use personality styles to select the best mix and personnel for your team.
 - Creative Thinkers - come up with the best possible solutions and creatively solve potential problems.
 - Detail Thinkers for planning the implementation
 - Big Picture Thinkers for project management

The Process Of Submitting Bids



4. Secure Resources
5. Work Assignments
6. Solutions
 - Standard Solutions (Off The Rack)
 - Custom Solutions (Tailored)
7. Proposal Review
8. Proposal Submission

Strategies for Successful Proposal Writing



Winning Strategy Is Not An Accident!

The Ancient Chinese Tactician

Sun Tzu In The Art Of War Tells Us:

A Good General Has Won The Battle Before It Ever Begins,
Positioning Himself For Victory Before Ever
Engaging The Enemy.

What Do Buyers Really Look For When Choosing A Vendor?



»» TRUST

- ▶ Can they trust your firm to deliver on your promises?

»» CREDIBILITY

- ▶ Are your claims believable?

»» RELATIONSHIP

- ▶ How easy is your firm to work with?
Will there be problems?

The Proposal Document



»» Format

▶ Table of Contents

- ▶ Help the reader find the key information quickly
- ▶ Few proposals will be read from beginning to end
- ▶ Be sure to include specific reference to any mandatory information requested in the RFP

The Proposal Document



»» Format

▶ Introduction

- ▶ Keep it short and relevant
- ▶ Outline goals and objectives clearly
- ▶ Reference key benefits and success factors

The Proposal Document



»» Format

- ▶ Sections and subsections
 - Include **all information** requested in the RFP – DO NOT ASSUME
 - Be consistent with the RFP in naming the sections
 - Expand on information considered critical to the success of the project

The Proposal Document



»» Format

▶ Consistent Themes

- ▶ Not everyone will read the proposal from front to back
- ▶ Capture key points in different sections to reinforce
- ▶ Keep the message consistent

The Proposal Document



»» Conclusion

- ▶ Keep it short
- ▶ Repeat key points and sign off

»» Following Directions

- ▶ Read and follow directions carefully
- ▶ Failing to follow directions could cost you the contract

Post Submission – Now What



»» We won 😊

- ▶ Congratulations – Now how do you deliver?

»» We lost 😞

- ▶ Debrief with the issuer

- ▶ Continue to build the relationship for future contracts
- ▶ Be gracious and make your enthusiasm known
- ▶ This is THE key learning opportunity

Strategic Alliances



“A relationship or agreement between firms that goes beyond normal business to business dealings but falls short of a formal partnership or merger”

Businesses retain autonomy. The relationship is usually not an equity position

Subcontracting



- » Many companies will not be able to satisfy the new volume alone
- » Subcontracting can be as profitable as being the winning bidder
- » May provide new unanticipated opportunities

What is VANOC looking for?



- » Excellent/Best Quality
- » Excellent/Best Price
- » Best Value
- » Guaranteed Delivery
- » Legal and Regulatory Requirements
- » Principles of Sustainability

Core Procurement Objectives
www.vancouver2010.com

Sustainability



*"Sustainable Development Satisfies The Needs Of
The Present Generation Without Compromising The
Chance For Future Generations To Satisfy Theirs"
Brundtland Report (1987)*

Sustainability



» VANOC and Sustainability

- ▶ Environmental Stewardship and Impact Reduction
- ▶ Social Inclusion and Responsibility
- ▶ Aboriginal Participation

www.vancouver2010.com

Sustainability



- » Participation in this commerce will involve:
- ▶ An evaluation of the social values of your organization
 - ▶ A commitment to support the principles of sustainable development through research and action
 - ▶ A commitment to social responsibility in business
 - ▶ A commitment to communicate your activities to your marketplace

Sustainability



How can your business or organization deliver on sustainability for your bid?

Summary



»» A Request For Proposal (RFP) is a tool used to create a competitive environment for the procurement of goods and services that enables the buyer to get the **best possible product** at the **best possible price** from the **most qualified suppliers**.

Summary



- »» The RFP will open new opportunities for any size business
- »» Sourcing opportunities is simple but will require effort and creative thinking
- »» Excellent structure and format equates to professionalism and credibility
- »» Have processes in place to streamline the submission of proposals or the release of an RFP

Summary



- »» Credibility is your most important asset - nurture it
- »» Strategic Alliances are a vital aspect of your business and success in winning bids
- »» Remember this is a sales document - show off your strengths
- »» Sustainable business practices are no longer an option they are becoming mandatory



**Engaging the RFP process will
bring out the best that your
organization can be!**

Hand Outs



- »» Slide Summary Handout
- »» Glossary of Abbreviations
- »» Sample Proposal Check List
- »» Useful Web Links