



MARKETING & COMMUNICATIONS

Working Group

November 1 - 2 • Washington, DC

RFP SURVEY RESULTS AT-A-GLANCE

4.94

Average rating that firms gave their RFP process on a scale of 1-10

54

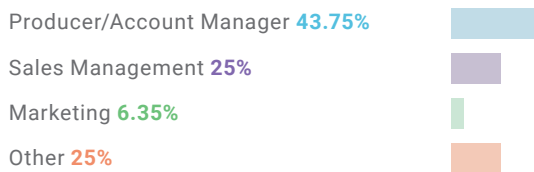
Average number of RFP responses per year

2-4

weeks

Amount of time most firms spend responding to an individual RFP

WHO IS RESPONSIBLE FOR DETERMINING WHETHER A FIRM RESPONDS TO AN RFP?

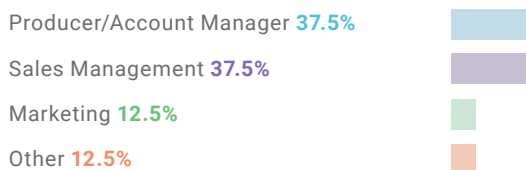


WHO OWNS/OVERSEES THE RFP PROCESS?

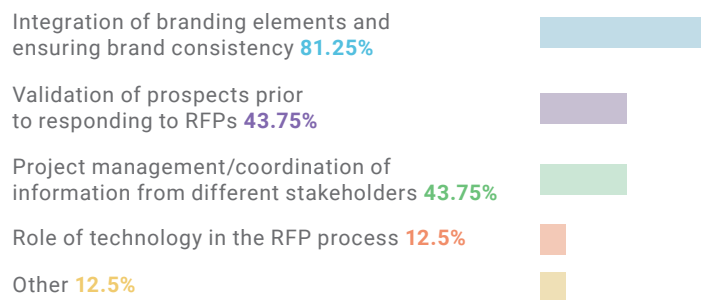


*Combination of stakeholders

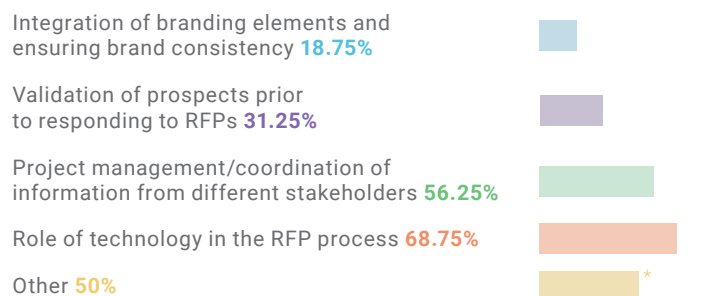
WHO PERFORMS THE FINAL REVIEW OF THE RFP?



WHAT'S WORKING WELL?



WHAT ARE THE BIGGEST CHALLENGES?



*Team buy-in, creating consistent and customized content, time management, presentation design, post-RFP review

WHAT DOES AN EFFICIENT PROCESS LOOK LIKE?

EFFICIENT AND SEAMLESS TEAM EFFORT • MORE AUTOMATION AND USE OF TECHNOLOGY • IMPROVED TRACKING AND ANALYSIS • STRONG RESPONSES THAT REFLECT BRAND • TRANSPARENCY • TIME & COMMITMENT