

Welcome to module one of the RFP

Success Roadmap, RFP Readiness.

Request For Proposal or RFPs give you the opportunity

to win more corporate clients

and earn more business revenue.

RFPs can be worth thousands or millions of dollars

over multiple years and that is a big opportunity

for your business growth.

Hello, my name is Marianne Ellis,

CEO and co-founder of CEO Success Community

and a fellow business owner like you.

Today, I'm bringing to you my 25 years of experience.

First, as a former buyer running RFPs,

our spend pool was 16 billion.

Second, as a business development director

writing and winning RFPs, I led multiple companies

to win over 120 million in less than 18 months.

And currently, as a coach who has guided small

and diverse business owners to RFP successes

time and time again.

The goal of this course is to give you an RFP roadmap

to increase your RFP scores and your odds of success.

Keep in mind, the RFP response process can be a mystery

to those who have never participated and very frustrating

to those struggling to win an RFP for the first time.

Even experienced RFP submitters can forget

to update their readiness materials

or skip some of the critical RFP fundamentals

so they don't win RFPs.

By taking this course, you will become more RFP-competitive,

make smarter decisions, and learn secrets

from a former buyer, that's me,

so you'll get the inside scoop.

As business owners, we get so excited

to be invited to an RFP or when we find one

that looks like it's in our wheelhouse.

We don't stop to make sure it is a wise investment.

We just jump.

The truth is most business owners say yes

to RFPs when they should say no.

Time is wasted and it ends on an unhappy note.

In this first module, I will share the first two key steps

of the RFP process with you.

Step one, Be RFP-Ready.

Learn the 10 items you need to complete

before you participate in any RFP.

As a business owner, you will continue

to update these 10 items to make sure

they are always current and competitive.

In step two, Go/No-Go, you will have a Business Owner

Go/No-Go Scorecard, which you should complete

for every RFP you are considering.

This will help you make the right decision

when you first review an RFP.

This quick analysis will save you valuable time

and resources, in addition to getting you laser-focused

on what you do best.

Join me for this first module, RFP Readiness.

Let's get started.