

Welcome to Module 2

of RFP Success Roadmap, RFP Response.

Are you a small or diverse business

seeking to enhance your competitiveness in the market?

Responding effectively to request for proposal,

also known as RFPs, can be a game changer.

RFPs give you the opportunity to win more clients

and earn more 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

as a past buyer running RFPs

where our spend pool was \$16 billion.

Then as a business development director

for writing and winning RFPs

when 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.

By taking this course,

you will learn how to elevate your RFP response,

build a winning strategy,

avoid common pitfalls, gain a buyer's perspective,

and create an efficient RFP response process.

My goal is to help you improve your RFP response score.

The truth is, most business owners

unknowingly leave valuable points on the table

when responding to an RFP.

Good news, I'm here to help you avoid common mistakes

and ensure you put your best foot forward.

During the lesson videos,

use your workbook to navigate the steps.

You'll discover checklists, assessments, tools,

and resources to support your learning.

Join me for this module, RFP Response.

Let's get started.