SPECIALIST TRACK: SELLING TO CORPORATE CLIENTS

# Procurement proposal toolkit

Lesson: Proposals for procurement · about 15 minutes

Build reusable pieces you can adapt for every proposal you write.

**Your business** (name, service, main city):

1. **Create a compliance matrix for a recent or likely RFP, listing each requirement and where you would answer it.**

2. **Rewrite one of your standard claims using claim, evidence and benefit.**

3. **Draft a one-page executive summary using the five-part formula.**

4. **Using a 70 and 30 split, calculate how many technical points you would need to beat a bid 10 percent cheaper than yours.**

5. **Write your standard answers on accessibility and privacy for your proposal library.**

## Check: can you now

- Structure a proposal that mirrors the buyer's evaluation criteria and is easy to score
- Write answers that pair each claim with evidence and a benefit to the buyer
- Calculate how price and technical scores combine, and decide where to invest effort

## One change you will make this week