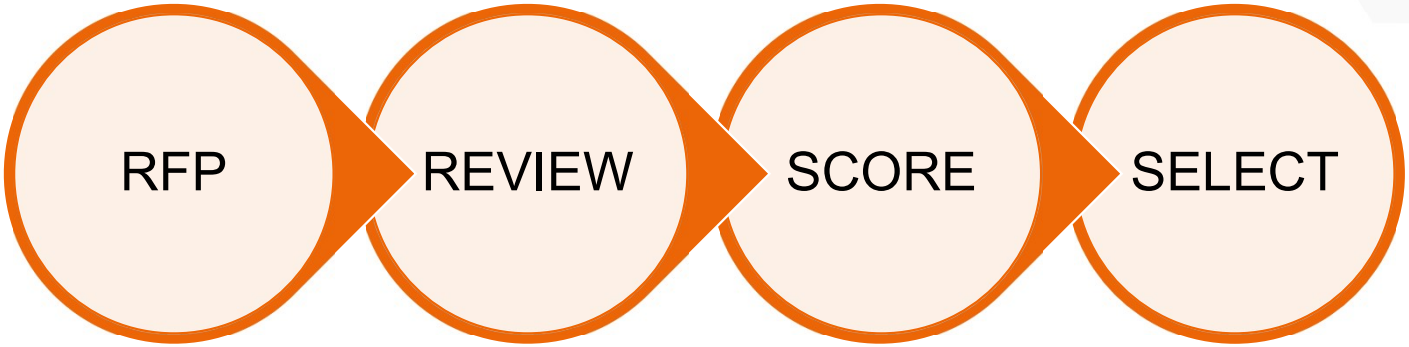
Karla Wentworth, Marketing Operations Expert, B2B Marketing
January 2022

MODEL:

Request for Proposal (RFP)



Producing the documentation

- Assemble a team
- Gather information
- Review the market
- Define rounds
- Invite vendors
- Define scoring

Reviewing the responses

- Process responses
- Review rounds/deadlines
- Select/discount responses
- Produce/Answer Questions

Score the responses

- Score final round
- Discuss scores
- Visualise results

Select your vendor

- Final selection
- Letter of intent
- Contract negotiation
- Contract agreement

PROPOLIS

To learn how to implement this model into your Marketing Strategy, contact our Customer Success Team here

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