

Sample Response to an RFP

If you've issued an RFP and are collecting responses, you might be wondering what you should look for in effective RFP responses. Below is a template sample of an impressive RFP response:

Dear [author of RFP]:

Regarding your request for proposal (RFP), [our company] is thrilled about the opportunity to provide you web design services. Having worked with [brief list of past clients], we believe a partnership with [company you're writing to] would have a tremendous impact on your customer satisfaction and bottom line.

As one of [client's industry] leading providers of [client's main service], you know just how critical this time of year can be for your customers. On average, the cost to deliver is \$[xxxx.xx], and [client name] is committed to "[client's mission statement]."

As these challenges become more common, it is increasingly important to provide customers with a powerful, SEO-optimized website to attract new leads. With this in mind, [our company] intends to help [client's name]:

Create a sleek, impressive website that is clean, user-friendly and mobile responsive to work on all devices, so web viewers have a strong first impression of your brand regardless of the device they use to find you.
Help you strengthen brand identity through a new logo and a new, cohesive color palette.

Ensure each of your web pages are SEO-optimized to rank quickly, which will attract new customers to your website and demonstrate your leadership in the industry.

As stated in the executive summary, [our company] intends to help [client's name] [brief allusion to client benefits outlined in executive summary]. To do this, our team has outlined a proposed set of deliverables, an order of operations, division of labor, and



expected dates of completion to ensure the partnership between [your company] and [client's name] is successful.

[Your company] can't wait to work with you to help [client's name] in addressing [client's challenges described in Executive Summary]. To recap, please see below a brief overview of the services included in this partnership.

This sample response clearly and succinctly explains how the vendor's service will solve the buyer's critical pain points when it comes to creating a strong website. By outlining the key benefits, you're showing the client how you'll put them first and focus on their needs to get the job done.