

## 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.