

# RFP EVALUATION CHECKLIST



THE BROOKS GROUP

Before you gather all hands on deck and stop everything to respond to an RFP, complete this evaluation checklist to gauge if it's worth your team's time and effort. Adjust the factors as needed to meet the specific requirements that are most important to your business.

RFP FACTORS		RFP FACTOR SCORING SCALE			
		Negative 2 points	Neutral 6 points	Positive 10 points	Score
1	The proposed work is in alignment with our core capabilities.	No	Mostly	Yes	
2	The RFP fits our core industry or offering.	No	Some	Yes	
3	We have an existing engagement with their organization or sales rep.	None	Some	A Lot	
4	We have an internal advocate or strong referral inside their company.	No	Maybe	Some	
5	The buyer has shown engagement with our company website.	None	Some	A Lot	
6	The RFP is free of competitor's information or specifications.	No	NA	Yes	
7	Identify the potential size of opportunity.	Less Than \$ _____	\$ _____ to \$ _____	Over \$ _____	
8	We have an opportunity for long-term partnership with their company.	No	Uncertain	Yes	
9	We have the opportunity to present in person for first round (video conference or on site).	No	Uncertain	Yes	
10	We have the opportunity to present in person at final round (video conference or on site).	No	Uncertain	Yes	

**Now, add up your score. A score below 70 is a sign that the RFP is not stacked in your favor and should be passed on. A score of 70-100 indicates that your organization has a good chance of prevailing and it's likely worth your team's time and effort to respond to the RFP.**

The Brooks Group's training programs will equip your salespeople with the skills needed to identify a qualified prospect, deploy a systematic sales process, negotiate effectively, and close more profitable business.

[LEARN MORE](#)