

Team Proposal Writing



Roles

Team Role	Summary Responsibilities
Executive	Make decisions on the commercial viability of the proposal. Provide direction on pricing, and organisation needs. Provide support to the team when seeking reviewers/contributors.
Proposal Manager	Manage the proposal process. Allocate work/roles to the team members. Manage the proposal schedule, track progress, maintain communication. Ensure dates can be met. Raise issues to the Executive as required.
Writer	Develop required sections of the proposal as directed. Review and proofread own sections before submitting for inclusion. Ensure you are aware of standards to be applied.
Reviewer	Review the section/proposal in a timely manner, as requested by the proposal manager.
Production	Ensure all sections of the proposal present a uniform appearance, pagination is correct, standards are followed.
Liaison	Liaise with the customer, i.e. the organisation to whom the proposal is directed. Ensure all questions from the team are resolved.

Request for Proposals

The RFP may be quite brief or could be very long. It typically explains:

- Who the company is, what it does;
- The problem/challenge faced;
- The scope of the project/deliverables, for example is it for 1 department or the whole organisation, are services required for only 6 months or for 5 years etc;
- Any specific needs, e.g. training, documentation, specific issues addressed;
- Any immovable constraints, e.g. delivery of certain services/functionality within a specified timeframe;
- What the evaluation criteria will be – typically it is %-based, e.g “20% for company viability, 25% for understanding of the requirements, 35% for solution fit, 20% cost effectiveness”;
- The key dates – when proposals must be received, when a shortlist (if applicable) will be announced, when a final award will be made, and if relevant, when the project/services should commence;
- Contact information – there may be several contacts.

The Team Proposal Writing Process

