

RFP Go/No-Go Decision Template

Tally up your points to decide if you should respond.

Factors to Consider	Decision Criteria				Company Score	
	1 Point	2 Points	3 Points	4 Points	Our Points	Competitor Points
Do you have project insight?	Did not expect this RFP and project information is limited to solicitation.	Anticipated RFP, with adequate information provided upfront.	Some insights into this client's needs and expectations.	Distinct insights into this client's needs and expectations.		
Is your team qualified?	Marginally qualified with limited (or no) relevant experience.	Adequately qualified, but there's no real edge over competitors.	Superior to some competitors.	Superior to most (if not all) competitors.		
How is the client relationship?	This client is new (virtually unknown).	This client is known, but we have not worked together.	Well-developed relationship with this client.	We are the preferred vendor.		
Do you have competition?	RFP references specific features your competitor is known for.	Language in RFP appears neutral.	No signs of a predetermined choice.	RFP includes references to features that you're known for.		
Can you reuse existing RFP content?	Highly customized requirements. There is limited existing content that you can use.	Some new requirements. Adequate amount of existing content available.	Hardly any new requirements. Most content can be used in this (and future) proposals.	No new requirements. Almost all content can be reused in this (and future) proposals.		
Do you have resources available?	Core team members have minimal bandwidth.	Core team members have some bandwidth.	Core team is available.	Core team and additional resources are available.		
Is the cost worth the gain?	High cost of resources, relative to odds of winning.	Proposal costs are appropriate to relative odds of winning.	Good return on investment. Cost is appropriate in comparison to odds of winning.	Excellent return on investment. Cost is very appropriate in comparison to odds of winning.		
What's the value of winning?	Low value: unlikely to make targeted profit on this project.	Adequate value: can meet profit goals with this project.	Good value: likely to meet target profit.	Great value: likely to exceed target value.		
Total Score (The sum of your 8 decision factor ratings.)						
Overall Rating (Your total score divided by 8.)						
Results: Your overall rating should at least be 2.5 if deciding to submit a proposal. If the overall rating is below 2.5, consider revisiting this opportunity with your team. Results and opportunities are industry-specific, so take your average win-loss rate into account when considering each RFP.					Decision Time	
					Go	No Go
Company Name:			Reviewer Name:			
			Date:			