



## Responding Successfully to a Request for Proposal (RFP)

**Tuesday, September 16, Wednesday, September 16 & Thursday, September 17, 2020 from 1:00 to 4:00 pm**

**\$475 (+HST) Members / \$575 (+HST) Non-Members**

**Instructor: Lee Kelly, M.A.A.T.O., PGSC, Constructing Minds**

**Virtual Classroom Sessions:** 3 sessions of 3 hours each

This workshop is worth 2 Gold Seal Credits.

**Who Should Attend:** General contractors, subcontractors, architects, designers, engineers, consultants, Bid/Proposal Managers and allied professionals in the construction industry.

**\*Pre-payment is needed for this registration. We require 5-business days advance notice for cancellation.**



More and more frequently private sector companies and government organizations are releasing Requests for Proposals (RFP's) as part of their procurement process and moving away from the traditional bid process. Construction companies will win or lose contracts based on their responses to these RFP's. Responding to a Request for Proposal (RFP) successfully requires knowledge, understanding and a proposed solution of the subject, while convincing the potential Owner that your company is the best suited to build their project. Your

response must not just be compliant, it must be compelling as well!

Through case study of an actual RFP and the development of the RFP response participants will:

- Understand the differences between a Request for Quotation (RFQ) and the typical prequalification in the bid process and how to respond to that RFQ. Your company must first pass the "RFQ" test before being invited to participate in the RFP process.
- Learn to analyze your companies' SWOT (Strengths, Weaknesses, Opportunity and Threats) and how to leverage these for the RFP response.
- Learn how to analyze the RFP to:
  - o Understand the Owner's requirements both for the RFP response and the project
  - o Demonstrate knowledge of the Owner

- o Understand how your company can best suit the solution
  - Create a successful strategy for developing a winning response.
  - Develop “win strategies”.
  - Learn to prepare your written response effectively while following the guidelines set out in the RFP.
  - Learn how responses to RFP’s are evaluated and how best to address the criteria.
  - Learn engaging and effective presentation techniques.
  - Create an RFP response to the Case Study – both written and presentation.
  - Present your Team’s RFP proposal.

Exclusive to this workshop is a comprehensive manual that is used as a reference and guide throughout the sessions. The manual is based on accumulated knowledge gathered over 40 years in the construction industry. It is a valuable and effective tool that contains not only practical how-to’s, checklists and templates but will also be a foundation for new processes and procedures back in the office or on the jobsite.

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