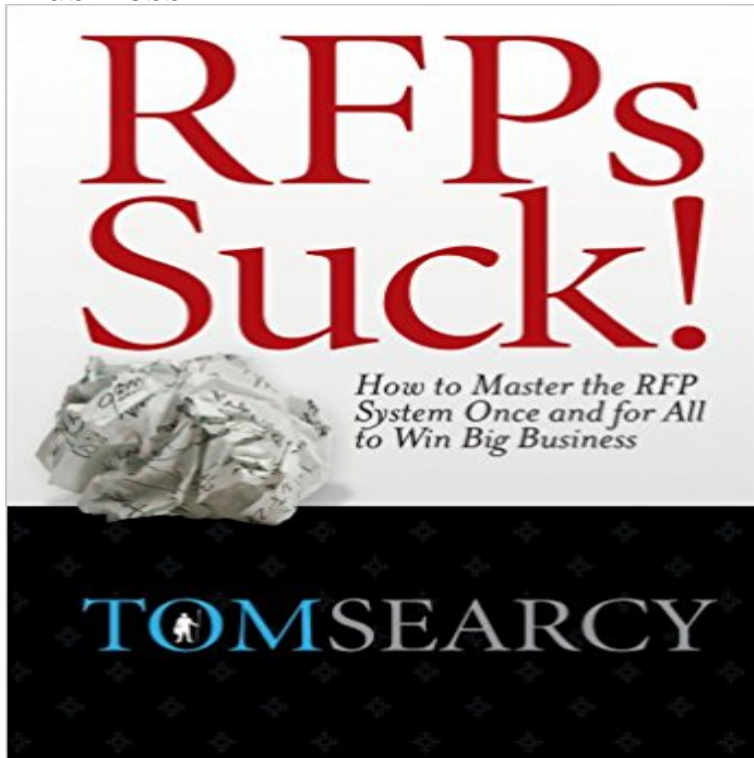


RFPs Suck! How to Master the RFP System Once and for All to Win Big Business



It used to be that you could ignore RFPs. Only a small portion of the market used them in their buying process and you could work around those companies. Today, governance rules dictated by boards and administered by finance have made RFPs and RFQs a dominating component of the large deal world. Not only can you no longer ignore them, but you need to know that companies use RFPs and increasingly purchasing and procurement for many reasons that have little to do with the opportunity offered in the official document. So despite an expensive and time-consuming process (for the buyer and the seller), we all go through it anyway. And though you might like to believe the system is fair, if your company is pitching a disproportionately larger client, you're at a disadvantage from the moment you begin the process. WHY? Because the RFP system is not built for you. It's built for big companies and government institutions that benefit from RFPs. But no matter how hard you try to avoid them, there will inevitably come a day when that irresistible RFP lands on your desk. It's almost like it was written for you. This book is your best guide on what to know, to question and to do when faced with that RFP. It will also help you develop the confidence to know when to quit the process before it even starts or when to stay in it and win big.

Rfps Suck! How to Master the RFP System Once and for All to Win 2 days ago - 2 min - Uploaded by Travis Howard RFPs Suck! How to Master the RFP System Once and for All to Win Big Business. Travis RFPs Suck! How to Master the RFP System Once and for All to Win Having once written a book with the title "RFPs Suck," my biases may be rather

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