

Proposal in Response to [RFP Title]

About this template: This is an outline for a proposal that answers a buyer's request for proposal (RFP) for software, IT or professional services. The buyer's RFP comes first. If it sets a section order, numbering, page limit, response form or pricing table, follow it and move the content below into that structure. Text in [square brackets] is for you to fill in, and the examples show the level of detail to aim for. Instructions in italics are for your bid team: delete them, and Section 17, before you submit.

1. Cover page

Item	Details
Proposal title	[Proposal for [short description of the project]]
Submitted to	[Buyer organization legal name]
Attention	[RFP contact name and title, as named in the RFP]
RFP title and number	[RFP title], [RFP number]
Submitted by	[Your organization legal name]
Proposal contact	[Name, title, email, phone]
Submission date	[Date]
Version	[Version number or internal reference]

[Confidentiality marking, if the RFP allows one. For example: "This proposal contains confidential information of [Your organization], provided only for the evaluation of [RFP number]."]

*Mark only material that is genuinely confidential, in the way the RFP allows.
Proposals sent to a public body may be subject to public records laws.*

1.1 Proposal validity and authorized signature

This proposal is valid for [number] days after the submission deadline [or: for the period required in Section [X] of the RFP].

Item	Details
Name	[Name of the person authorized to submit this proposal]

Item	Details
Title	[Title]
Signature	
Date	[Date]

Depending on the RFP's terms and the law that applies, a proposal can be treated as an offer that the buyer may accept. Have it signed by someone with authority to commit your organization, and have your legal team review it, especially Section 13, before you submit. If the RFP includes its own signature or certification forms, complete those as well.

2. Cover letter

Insert your signed cover letter here, on your letterhead, and keep it to one page. It should name the RFP title and number, list every addendum you received by number, confirm the validity period in Section 1.1, and name the person authorized to commit your organization and the contact for questions. For a ready-made structure, start from RFPHub's free RFP cover letter template. If the RFP asks for a transmittal letter or a specific form instead, use that.

[Cover letter]

3. Table of contents

Update this table after your final edit, or replace it with one generated in Word. The third column shows evaluators where each part of the RFP is answered.

Section	Title	RFP section it answers	Page
4	Executive summary	[RFP section]	[Page]
5	Understanding of requirements	[RFP section]	[Page]
6	Requirements compliance matrix	[RFP section]	[Page]
7	Proposed solution	[RFP section]	[Page]
8	Implementation approach and timeline	[RFP section]	[Page]
9	Project team	[RFP section]	[Page]
10	Support and service	[RFP section]	[Page]

Section	Title	RFP section it answers	Page
	levels		
11	Security and compliance	[RFP section]	[Page]
12	Pricing	[RFP section]	[Page]
13	Assumptions and exceptions	[RFP section]	[Page]
14	References	[RFP section]	[Page]
15	Company information	[RFP section]	[Page]
16	Appendices	[RFP section]	[Page]

4. Executive summary

Write this section last and keep it within [one or two pages / the length the RFP allows]. Someone who reads nothing else should understand what you propose, what it costs and why it fits. Back up every claim elsewhere in the proposal, and make every price and date match Sections 8 and 12.

4.1 Your goals

[In two or three sentences, restate what [Buyer] wants to achieve, using the RFP's own terms. Example: "[Buyer] wants to replace its regional help desk tools with one service management system before the current contracts end in [month and year], and to give its agents and employees one place to raise and track requests."]

4.2 Our proposed solution

[Summarize what you propose: the product or service, the implementation and services, the timeline, and the total price over the contract term. Example: "We propose [product], implemented in [number] phases over [number] months, with [support level] support. The total price over the [number]-year term is [amount], set out in Section 12."]

4.3 Why [Your organization]

[Give the reasons that matter to this buyer. Tie each one to a requirement or evaluation criterion in the RFP and back it with evidence elsewhere in the proposal, such as a reference customer of similar size and scope, a named team or

a specific capability. Leave out claims you can't support, such as "industry-leading".]

4.4 The outcome

[Describe what [Buyer] will have at the end of the project, and by when, in terms of the goals in 4.1. Example: "By [date], every agent will work in one system, requests from all regions will arrive in one queue, and the service desk manager will be able to run reports without help from IT." Quote results only if you can support them.]

5. Understanding of requirements

Restate the need in your own words rather than copying the RFP back, and include what you learned from the buyer's answers to questions and from addenda.

5.1 Background and objectives

[Summarize the buyer's situation, the problem this purchase solves and the objectives stated in the RFP.]

5.2 Scope as we understand it

Area	In scope	Out of scope
[e.g. Users and sites]	[Who and where]	[Anything excluded]
[e.g. Integrations]	[Systems to connect]	[Systems not included]
[e.g. Data migration]	[Data to move, and from which systems]	[Data to be archived or left behind]
[Area]	[In scope]	[Out of scope]

5.3 Key constraints and dates

[List the constraints that shape your proposal, such as the required go-live date, end dates of current contracts, funding limits stated in the RFP and regulatory requirements.]

If your understanding differs from the RFP, record it as an assumption or exception in Section 13.

6. Requirements compliance matrix

Copy every requirement from the RFP into this table, with the buyer's requirement IDs and exact wording, in the buyer's order. Answer every line. If the RFP supplies its

own compliance form or spreadsheet, complete that instead, attach it as an appendix and refer to it here.

6.1 Response codes

If the RFP defines its own response codes, such as standard, configuration, custom or roadmap, use those and delete this table.

Code	Meaning
Yes	Fully met by the proposed solution as delivered. In the explanation, say whether it's standard functionality or needs configuration.
Partial	Partly met. Explain the gap and how it would be closed, for example with custom work, a partner product or a workaround, and what that costs.
Roadmap	Not available today but planned. Give the planned timing and say whether you will commit to it in the contract.
No	Not met. Offer an alternative if there is one.

6.2 Compliance matrix

Req. ID	Requirement	Response	Explanation	Proposal reference
[e.g. TR-04]	[e.g. The system must support single sign-on with our identity provider.]	[Yes]	[e.g. Standard functionality. Single sign-on is configured during the build phase.]	[Section 7.2]
[e.g. FR-17]	[e.g. Agents must be able to merge duplicate tickets.]	[Partial]	[e.g. Agents can link duplicate tickets as standard but can't merge them. Merging is available as custom work, priced as an option in Section 12.2.]	[Section 7.4]
[ID]	[Requirement]	[Yes / Partial / Roadmap / No]	[Explanation]	[Section]
[ID]	[Requirement]	[Yes / Partial / Roadmap / No]	[Explanation]	[Section]

Keep explanations short and specific. A "Yes" with no explanation is hard to score, and a "Yes" that turns out to be wrong can come to light in a demo, a reference call or contract negotiation.

7. Proposed solution

Organize this section around the RFP's requirement areas and questions, in the RFP's order, rather than around your product's feature list. Answer each question first, then explain how.

7.1 Solution overview

[Describe the products or services, editions or service tiers, how the solution is hosted or delivered, and how it fits the buyer's current systems. Add a diagram if it helps.]

7.2 How the solution meets your requirements

[For each requirement area in the RFP, explain how the solution meets it, under the buyer's own headings. Example headings: [Functional requirements], [Reporting], [Integrations], [Administration].]

7.3 Integrations and data migration

[List each system to be integrated, the method (standard connector, API, file transfer or custom build) and who builds and maintains it. Then describe the data to be migrated, where it comes from and how its accuracy will be checked.]

7.4 Options

[Describe any optional items or alternative approaches. Keep them clearly separate from the main proposal and price them separately in Section 12. If an option is needed to meet a must-have requirement, say so.]

7.5 What is not included

[List anything a reader might assume is included but isn't, such as hardware, third-party licenses, ongoing administration or changes to the buyer's other systems.]

8. Implementation approach and timeline

8.1 Approach

[Describe how you will deliver the project: the phases, project governance, how decisions and changes are handled, how testing and acceptance work, and how you will report progress.]

8.2 Timeline

Plan back from the buyer's required go-live date if the RFP gives one. If that date isn't achievable, say so here and in Section 13.

Phase	Main activities	Deliverables	Buyer involvement	Dates or duration
[e.g. Discovery and design]	[Workshops, confirm requirements, design sign-off]	[Design document]	[Process owners attend workshops]	[Dates]
[e.g. Build and configure]	[Configuration, integrations, trial data migration]	[Configured system in a test environment]	[Test data, access to systems]	[Dates]
[e.g. Test and train]	[User acceptance testing, training]	[Signed acceptance, trained users]	[Testers and trainees]	[Dates]
[e.g. Go-live and early support]	[Cutover, early-life support]	[Live system, handover to support]	[Cutover decisions]	[Dates]

8.3 What we need from you

[List the buyer's responsibilities: people and their time, access to systems and data, decisions and approvals, and the date each is needed. The plan depends on them, so list them as assumptions in Section 13 as well.]

8.4 Risks and how we will manage them

Risk	Effect if it happens	How we will reduce it	Owner
[e.g. Data in the old system needs more cleanup than planned]	[Migration delays go-live]	[Trial migration during the build phase; cleanup plan agreed in discovery]	[Buyer's data owner, supported by our migration lead]
[Risk]	[Effect]	[Mitigation]	[Owner]

8.5 Training and handover

[Describe the training for each group (administrators, end users, support staff), the format and materials, and how the buyer's team takes over at the end of the project.]

9. Project team

Name people only if they will actually work on the project, and say how much of their time they will give it. Put full résumés in the appendices.

Role	Name	Responsibilities	Relevant experience	Time on this project
[Project manager]	[Name]	[Plan, status reporting, single point of contact]	[Similar projects, certifications]	[e.g. Half time]
[Solution architect]	[Name]	[Design and integrations]	[Experience]	[Time]
[Implementation consultant]	[Name]	[Configuration and testing]	[Experience]	[Time]
[Account or customer success manager]	[Name]	[Relationship after go-live]	[Experience]	[Time]

[Describe how the team is organized, who the buyer escalates to, and whether any of the work will be done by subcontractors or partners. Name them.]

10. Support and service levels

Describe the support you actually provide, and get sign-off from your support and legal teams for any commitment beyond your standard terms. If the RFP sets its own severity levels or targets, answer against those.

Item	Our commitment
Support hours and time zones	[Hours, days and time zones covered]
Support channels	[Portal, email, phone, chat]
Service availability	[Availability commitment and how it's measured, if applicable]
Service credits	[What the buyer receives if you miss the commitment]
Planned maintenance	[Maintenance windows and notice given]
Updates and upgrades	[How often, how the buyer is told, and whether there is any cost]
Escalation path	[Named roles, from first-line support to