

Proposal Red Team/Internal Review Checklist

A Pre-Submission Quality Control Tool

Before submitting a proposal, businesses should conduct a structured internal review to identify gaps, inconsistencies, or risk signals. This checklist supports internal quality control and does not replace legal or compliance review.

Compliance & Completeness

- All solicitation instructions followed
 - All required sections included
 - Page limits, formatting, and submission rules met
 - All attachments included
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Clarity & Responsiveness

- Each requirement clearly answered
 - Responses are specific (not generic)
 - No unanswered or weakly addressed items
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Technical & Execution Risk

- Approach is feasible and realistic
 - Staffing matches scope
 - Risks identified and mitigated
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Consistency Checks

- Pricing aligns with technical scope
 - Terminology consistent across sections
 - Past performance aligns with proposed work
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Credibility & Tone

- Claims supported by facts
 - No exaggerated or unsupported statements
 - Professional, clear, and buyer-focused language
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Final Readiness

- Proposal reads clearly to a non-technical reviewer
- Proposal could be defended in evaluation or protest
- Team confident in execution if awarded

Tip: If something feels unclear to your internal team, it will feel unclear to evaluators.