

# Responding to Corporate RFPs & RFQs

*How Corporate Proposals Differ from Government Bids*

Corporate RFPs and RFQs are typically shorter, less prescriptive, more subjective, and faster-moving than government solicitations.

Unlike government bids, corporate buyers often evaluate:

- clarity and conciseness,
- understanding of their specific business problem,
- pricing transparency,
- flexibility and responsiveness,
- relationship and delivery fit.

Responses should be direct, solutions-oriented, and customized to the buyer.

Boilerplate, vague, overly broad, or excessively technical responses are often screened out early unless explicitly requested.

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## How Corporate Buyers Review RFPs & RFQs

Corporate proposals are often reviewed by procurement teams alongside business unit leaders and technical stakeholders.

Reviewers commonly screen for:

- relevance of experience to the stated need,
- ability to execute quickly and reliably,
- pricing clarity and assumptions,
- ease of onboarding and delivery,
- professionalism and responsiveness.

Unlike government evaluations, scoring criteria may not be rigidly defined, making clarity and alignment critical.

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## Best Practices for Corporate RFP & RFQ Responses

### Content & Positioning

- Focus on outcomes, not just services
- Highlight relevant experience (not everything you've ever done)
- Demonstrate understanding of the buyer's problem

### Pricing & Commercial Terms

- Clearly explain pricing assumptions
- Avoid hidden fees or ambiguous structures

### Structure & Readability

- Keep responses concise and easy to scan
- Make it easy for reviewers to say "yes"

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**Common Mistakes to Avoid**

- Treating corporate RFPs like government bids
- Submitting generic or recycled responses
- Overloading proposals with unnecessary technical detail
- Failing to address buyer priorities directly

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**Key Takeaway**

Corporate RFPs and RFQs reward clarity, relevance, and responsiveness. Success depends less on volume and compliance and more on alignment, credibility, and execution readiness.