

Common Pitfalls

- Ⓢ Failure to follow the RFP instructions regarding organization of the proposal, inclusion of required information, page limits, volumes, etc.
- Ⓢ Failure to take evaluation criteria and allocated points into consideration when preparing your response. (**This is important if evaluation criteria are provided in the RFP.**)
- Ⓢ Failure to understand and to demonstrate an understanding of the problem (i.e., the reason why the agency is issuing the RFP).
- Ⓢ Failure to submit your proposal on the required date and time.
- Ⓢ Failure to include all of the information requested by the Agency.
- Ⓢ Failure to tailor your response to the specific RFP.
- Ⓢ Costs/budgets are unreasonable (too high or too low) or incomplete.
- Ⓢ Costs/budgets do not provide any detail or breakdown information (if required) for line and sub-line items.
- Ⓢ Failure to include specifics of your proposed approach to the project.
- Ⓢ Proposal is unprofessional in appearance (e.g., typos, blank pages, unnumbered pages, smudges, no whitespace, sloppy-looking, etc.). This reflects poorly upon your company.
- Ⓢ Proposal is poorly written (e.g., information is not presented/organized in a logical manner, proposal is difficult to follow, poor grammar, etc.).
- Ⓢ Proposal merely repeats or paraphrases the RFP.
- Ⓢ Proposal does not explain how or by whom the project will be managed.
- Ⓢ Proposal does not contain **RELEVANT** information about your firm, its capabilities, and/or its management and staff.
- Ⓢ Proposal does not demonstrate that your firm/organization and personnel have the experience and capability to carry out the project.