

How to use the Adage RFP Kickstarter

Thank you for downloading the Adage RFP Kickstarter.

**This guide will help you use the provided resources
to ensure a successful project foundation via a solid
Request for Proposal (RFP).**



Using the *How to Create a Business Case* eBook

The eBook, *How to Create a Business Case for Redesigning and Redeveloping Your Website*, is your starting point. It outlines a 10-step process to build a persuasive business case to get buy-in from stakeholders for a website redesign. This is crucial because your website is more than just a digital brochure; it's a vital part of your brand and a critical touchpoint for potential customers.



Using the eBook:

Assess status

Follow the steps in the eBook to evaluate your current site's performance, including technical aspects, user experience (UX), and how well it meets business goals.

Align goals

Connect your project to broader business objectives, such as increasing revenue or improving customer experience to make the investment more compelling to stakeholders.

Identify risks

Highlight the risks of inaction, such as decreased customer trust, lost revenue, and security vulnerabilities from an outdated website. This helps create a sense of urgency.

Define success

Define Key Performance Indicators (KPIs) like increased conversion rates or improved SEO performance. This helps quantify the project's impact and show a clear path to ROI.

Project ROI

Follow the eBook's guidance to project the financial benefits of the redesign, such as calculating how an increase in the conversion rate will affect revenue.



How to Use the RFP Template

The RFP Template provides a structured format to create your own request for proposals. It is designed to help you clearly communicate your project's needs to potential vendors. Based on the information gathered from working through the eBook, populate the sections of the RFP Template in brackets.



Tips for using the RFP Template

Don't write a solution, describe a problem

Instead of telling vendors what solutions to use, focus on the challenges you're facing. This allows vendors to use their expertise to propose the most effective solution for your specific needs.

Be honest about internal capacity

In the Project Scope and Timeline sections of the template, be transparent about your team's ability to handle tasks like content creation or ongoing maintenance. This ensures vendors can propose a support model that fits your organization's needs.

Tell vendors how to win

The template includes a section on evaluation criteria. Be explicit about what matters most to you, such as strategic approach, design expertise, or cost and value. This helps vendors tailor their proposals and gives you a clear framework for deciding.

Make room for innovation

The template prompts you to ask vendors about activities or deliverables they would recommend beyond your initial list. This encourages them to suggest unique, value-add ideas or phased approaches that you may not have considered.



How to Use the RFP Scoring Template

The RFP Scoring Template is designed to help you objectively evaluate and compare proposals from different vendors. The template lists key evaluation criteria that should align with your completed RFP, such as "Strategic Approach," "Technical Expertise," and "Cost & Value."





Effective RFP Scoring

Customize the criteria

Align the highlighted criteria on the Total tab with the "Evaluation Criteria" section in your RFP template. Also be sure to add the bidding vendor names on this tab. These highlighted sections will populate to the individual stakeholder tabs.

Collaborate with stakeholders

Share the scoring template with all internal stakeholders involved in the decision-making process. Rename each Stakeholder tab to a stakeholder's name or initials and ask them to complete the highlighted section of their tab.

Use a consistent scoring system

The template uses a 1-5 scale, where 1 is *does not meet expectations*, 3 is *meets expectations*, and 5 is *exceeds expectations*. Using this consistent scale across all reviewers and proposals ensures a clear and objective process.

Calculate totals and grades

The Total template will dynamically average each score across all stakeholders, total the scores, and assign a grade for each proposal. This helps you easily identify the top-scoring vendors and move forward with the finalist interviews.



Questions?

Contact us at adagetechnology.com/contact