

MANAGING RFPs ELIMINATES NEED FOR AN ENGINEERING FIRM TO HIRE A FULL-TIME MARKETING PERSON

BUSINESS SITUATION

Responding to RFPs/RFQs (Requests for Proposals/Qualifications) is an important part of generating business for many clients. Given the unpredictable nature of this process, it can be difficult to staff efficiently. For one of our clients, the volume of proposal responses was not high enough to warrant a full-time resource (FTE), so they used the “all hands on deck” approach to complete proposals in a timely manner. Unfortunately, this approach took staff away from their core responsibilities and caused them to be counterproductive.



SOLUTION

Beaird Group was hired to support the RFP/proposal support process on a demand driven basis.

Each time a RFP was issued, the client contacted Beaird Group. In response, a Beaird Group consultant with extensive proposal development background, joined the client’s team to complete the proposal by the appropriate submittal deadline. The Beaird Group consultant was able to work with the appropriate subject-matter experts (SMEs) across the business to obtain critical business information and then respond to proposal accordingly.

IMPACT

By engaging a Beaird Group consultant, our client:

- Eliminated the need to hire a FTE.
- Won multiple city projects in excess of \$1MM with a professional proposal packet.
- Controlled the hours/dollars spent on each project.
- Completed RFPs/RFQ without disrupting employees’ core roles and responsibilities.
- Gained a turnkey process to transition to existing employee(s).

Beaird to Business

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