**Bid or no bid checklist**

**Instructions**: This checklist will help you decide to bid or not to bid based on your likelihood of success. Customize the checklist with your organization’s considerations. Then, respond true or false to each statement and add notes if needed. Tally up the number of true statements and determine if you should respond.

*Total count of “true” statements: 1 - 8 = No bid, 9 - 13 = Discuss further, 14 - 18 = Bid*

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| **Big picture Notes:** | | | |
| This RFP aligns with our goals. | **True** ☐ | **False** ☐ | Critical |
| The opportunity is strategically important. | **True** ☐ | **False** ☐ |  |
| Winning the RFP would open opportunities in a new market. | **True** ☐ | **False** ☐ |  |

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| **Capability Notes:** | | | |
| We understand the customer’s need and can meet it. | **True** ☐ | **False** ☐ | Critical |
| We have the resources (time & people) to deliver a proposal. | **True** ☐ | **False** ☐ | Critical |
| The scope and expectations are clearly defined. | **True** ☐ | **False** ☐ |  |
| The project schedule will not conflict with existing work. | **True** ☐ | **False** ☐ |  |

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| **Profitability Notes:** | | | |
| The potential profit from this opportunity is significant. | **True** ☐ | **False** ☐ | Critical |
| The customer’s budget is disclosed and reasonable. | **True** ☐ | **False** ☐ |  |
| The customer has other opportunities in the future. | **True** ☐ | **False** ☐ |  |
| The customer is notable and will build our brand/reputation. | **True** ☐ | **False** ☐ |  |

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| **History Notes:** | | | |
| We have worked with the customer previously. | **True** ☐ | **False** ☐ |  |
| A significant amount of proposal content for this project exists. | **True** ☐ | **False** ☐ |  |
| We have won similar projects in the recent past. | **True** ☐ | **False** ☐ |  |

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| **Competition Notes:** | | | |
| We know who the other bidders are. | **True** ☐ | **False** ☐ |  |
| The RFP does not seem to be influenced by a competitor. | **True** ☐ | **False** ☐ |  |
| None of the competitors have worked with the customer before. | **True** ☐ | **False** ☐ |  |
| We will be best qualified or the lowest bidder. | **True** ☐ | **False** ☐ |  |

**Intent to bid letter template**

**Instructions:** Use this letter of intent to bid template to let your buyer know that you’ve received the RFP invitation, you will be preparing a response and who they should contact if they have questions. Customize all *green text* with your information and when done, update the text color to black before sending to the RFP issuer.

*Today’s date*

*Buyer’s contact person*

*Buyer’s company*

*Company street address*

*Company city, state zip*

Dear *<Mr. or Ms. First and Last Name>:*

Thank you for including *<your company>* in your recent *<project name>* RFP. We greatly appreciate the opportunity and are excited to confirm that *<your company>* intends to prepare a bid.  
  
After reviewing the RFP requirements, we understand your needs and challenges. We look forward to partnering with *<buyer’s company>* to achieve your goals.

If you have any questions throughout the process, please reach out to: *<proposal or sales manager’s name and contact info>.*

Warm regards,

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*Contact name  
Contact title  
Contact email address*

**Decline to bid or no bid letter template**

**Instructions:** Use this decline to bid letter template to let an RFP issuer know that you will not be submitting a proposal. This helps you communicate why the business isn’t a fit for your organization while maintaining the customer relationship. Customize all *green text* with your information and when done, update the text color to black before sending to the RFP issuer.

*Today’s date*

*Company Recipient*

*Company street address*

*Company city, state zip*

Dear *<Mr. or Ms. First and Last Name>:*

Thank you for including *<your company>* in your recent *<project name>* RFP. We appreciate that you considered us for the opportunity. While we’re eager to work with <their company>, after careful deliberation, we have decided not to bid on this project.

We considered the following factors when reaching our decision:

* *No bid reason 1*
* *No bid reason 2*
* *No bid reason 3*

We remain hopeful that we will be able to serve you and grow our partnership in the future. If you have any questions or would like to discuss further, I’m available anytime.

Respectfully,

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*<Executive Name or Your Name>*

*<Executive title>*

*<Your company>*