FOUR-Part RFP Q&A RESPONSE Template

Based on the topic/comment/point concept by Joseph. M. Williams and Gregory Colomb, University of Chicago

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| Section | Directions |
| Question/Customer Requirement | *Include the customer’s question or requirement as a search device, highlighting key words and potential metatags.* |
| Respondent should describe in detail its general approach, strategies, and methodologies used to assess and develop a successful implementation plan for this type of initiative. | |
| Restatement (TOPIC) | *Recast the customer’s question in a topic sentence that indicates your understanding of the question/context and expresses an affirmative or negative response.* |
| <COMPANY> has proven strategies and methods to assess and develop a successful implementation plan for this project. | |
| Brief Answer (COMMENT) | *Write comments that support your restatement assertion. This section may be the extent of your proof or a set-up for greater detail in the Expanded Answer section.* |
| We approach projects of this scope through a defined program management process. In the initial phase, … | |
| Expanded Answer (COMMENT) | *Write comments that support your restatement assertion. This section expands on your proofs, provides a pertinent example of past performance or capability, or describes an illustration in detail.* |
| After the initial phase, we develop the following:   * Current state assessment design and roadmap * Project roadmap and project plan   Then, the <COMPANY> team will execute against the project plan.  <COMPANY> uses key personnel to manage the work of the project … | |
| Payoff Statement (POINT) | *Write a key takeaway for your reader to one of these ends: summary, conclusion, restatement, transition, resolution, deduction, emphasis, consequence, enumeration of benefits, or differentiation.* |
| By following <COMPANY>’s approach, you will have the defined strategy and experienced resources to help ensure a successful implementation. | |