**Reactive Proposal Cover Letter**

This is an example for a transmittal or cover letter for an RFP response. It follows the recommended A-I-D-A (Attention-Interest-Desire-Action) structure that we discuss in chapter 9 of *Writing Bids and Proposals for Dummies*. The structure works like this:

* **Attention** – your first paragraph grabs the attention of your reader by setting context and gaining agreement. In this instance, we appeal to the reader’s sense of pride in his town’s accomplishments.
* **Interest** – your second paragraph seals the reader’s interest in your message by relating the purpose of the communication. In it you can clearly identify the RFP that prompted the response and set up the key selling points you’ll identify in the next paragraph.
* **Desire (Demand)** – the third paragraph expresses your overall value proposition and those key differentiators you feel will prompt your reader to read on. It sets expectations that your response must clearly address and meet.
* **Action** – the final paragraph does two things. First, it expresses an action you will take (making a follow-up call or setting up a meeting), or it asks for the reader to act in some way (set up a meeting or accept your proposal). Second, it provides a preferred way for the reader to contact you.

The A-I-D-A model is just one of many you can apply to create an effective transmittal for your reactive proposal. We recommend it because it is easy to follow, and it always works.

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June 3, 2016

Brad Vaden

Emergency Technology Director

City of Enfante

275 South Ridge Road

Enfante, Colorado 81657

 Dear Mr. Vaden:

The leaders of the Town of Enfante understand that with sustained growth comes inevitable change. Though your city started as its founders’ shared vision of a premier ski community, it grew and flourished, despite challenges and setbacks, into a model for others to follow. You are rightly proud that your leaders had the vision to meet head-on the challenges associated with growth. Now your residents and guests have presented a new challenge to you: you have to upgrade your infrastructure to keep up with increasing demands for ubiquitous communication.

That’s what ***Town of Enfante’s RFP for Area-wide Wi-Fi Network 061616*** is all about: designing a Wi-Fi network that fits Town of Enfante’s challenging needs—not least, your relative remoteness and mountainous setting. Meeting this challenge requires a team of experts who share your vision. The right allies can help you avoid pitfalls that have plagued other towns that have upgraded their networks. Geste Communications appreciates this opportunity to match our capabilities with your needs. We have partnered with six other towns of your size with similar constraints to successfully install and maintain a municipal Wi-Fi network. We know we can do the same for you.

At Geste Communications, we respond with solutions that best meet your immediate and future needs, presenting the viable options and the reasons behind our recommendations. Our engineers studied the requirements in your RFP, and they agree that Geste Communications will fully comply with each requirement. To demonstrate our shared vision, our proposal identifies our wireless capabilities and available options so that you might have a full understanding of your wireless network’s potential. We’ve taken our claims one step further by establishing a demonstration hot-spot in Town of Enfante so you can test our capabilities before you decide.

After you assess this proposal, please contact us so we can meet and together design a Wi-Fi network that best meets your needs and those of your town’s residents and guests. Contact me directly at the numbers at the top of the page, or at my personal cell number, (555) 222-2123. We look forward to working with Town of Enfante’s technology team to make this shared vision a reality.

Sincerely,

Marian Johnson

Sr. Sales Associate