



THE ANATOMY OF A STRONG RFP RESPONSE

Break down the core components
of a winning response section



HOOK

Direct restatement of the
requirement or challenge



APPROACH

Clear, tailored plan with
methods/tools



CAPABILITIES

Why you're qualified (people, tech,
history)



RESULTS

Past outcomes or measurable
impact



FIT

How it aligns with the client's
mission/needs



CALL-OUTS

Optional differentiators or
compliance tags

REDACTED