

Understanding the Competition for Small Businesses



Once you have made the decision to respond to an RFP, it is important to understand your competition. This will drive not only your content strategy, but also your pricing strategy.

Here's some basic questions to get you thinking about the competition for each RFP. Jot down your ideas, and if you need help please reach out to ReidWrite Consulting for support.

1) If the response is via a portal, does it show who is registered to respond to the RFP? If there was a site visit, which other companies attended?

2) Who is currently providing the services or products covered under the RFP?

3) Who is likely to be the biggest competition for this opportunity?

4) Do I understand how my company's products or services compare to what the competition is likely to propose?

5) Can my company do things other companies can't? (Or can they do things we can't?)

6) What is the strategy to explain how and why my company's solution is the best solution?

Not sure how to proceed? ReidWrite Consulting can help. Visit our website at reidwriteconsulting.ca to get more information or book a complimentary consultation.