

Value vs Price for Small Businesses



RFPs are rarely decided based on the lowest price – they are generally evaluated based on a combination of price and services (e.g. 60% of total points for the solution and 40% for the price). This means that you don't always have to have the lowest price to win. Excellent! But how do you explain why your potential client should pay what you asked for your product, instead of buying something cheaper? Start here to develop your value proposition strategy. Use this form for each new RFP response – needs, wants, and expectations change and so must your company's approach.

Explain (in your own words) what the needs the client expressed in this RFP.

What are the “wants” that they expressed?

What is my 30-second description of the products / services I am proposing?

If the immediate solution description isn't an exact match to the client needs, how am I going to explain why my solution is ideal?

What can my company do (or do better) that my competition can't? Note that this can't be the things *you* care about – it must be the things the *potential client* cares about! Think back to the wants and needs of the RFP and how you can exceed their expectations with your solution.

Need help with a value proposition and strategy? ReidWrite Consulting can help. Visit our website at reidwriteconsulting.ca to get more information or book a complimentary consultation.