Extracting maximum value from the RFP process

or: how I learned to stop worrying and love the RFP

Dana Compton | Senior Consulting Associate

Volume and types of RFPs

KWF Consulting manages 20+ RFP processes each year on behalf of our clients, across a broad spectrum of publishing tools and services

Contract publishing
- Commercial publishers
- University presses

Technology
- Manuscript submission and peer review systems
- Content management systems
- Digital platforms

Critical and production services
- Peer review administration
- Copyediting
- Composition
- Printing
- Fulfillment

Sales and marketing
- Institutional sales
- Advertising sales
- Content licensing
- Customer service

The role of the consultant

Assess needs through discovery process

Prepare and distribute RFP

Evaluate proposals and facilitate presentations

Assist in contract negotiations

Objectivity and experience

Broad and deep market knowledge

Effective and efficient approach

Apples to apples comparisons

Good cop/bad cop negotiating
Top tips

- Clearly identify business problem/opportunity prompting RFP
- Assess needs: critical, preferred, and nice-to-have
- Gather—and vet—relevant historical data
- Establish realistic timeline and process
- Agree on basis of award of contract
- Structure RFP to facilitate apples-to-apples comparison of offers
- Excel template with clear assumptions for financial projections
- Reasonable expectations: predetermine essential, trade-off, ideal positions

Communicate, communicate, COMMUNICATE!

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Thank you!