

PROPOSAL MANAGEMENT SYSTEM

**CASE
STUDY**
DESIGN

Freelance RFP Writer

Freelance RFP Writer transformed this Ohio-based IT company's disjointed proposal process into a streamlined, efficient system. By implementing structured workflows, reusable templates, and centralized document management, we enabled the Government Solutions division to track and manage RFPs more effectively. Our expertise provided a scalable foundation, ensuring the company could handle increasing proposal volumes while maintaining organization, efficiency, and profitability. Additionally, this system gave leadership better visibility into proposal progress, improved team collaboration, and established a repeatable process to support long-term success.

OUR CLIENT

INDUSTRY

Information Technology

COMPANY OVERVIEW

A government focused solution provider with over 450 employees. Founded in 2004, the company specializes in government solutions, AI and machine learning, data analytics, eLearning, staffing, managed services, offshore solutions, and proprietary HuLink™ platform solutions.

CHALLENGE

The mid-sized organization operated in silos, particularly within its Government Solutions division, which struggled to manage the overwhelming volume of RFPs. Without a structured process, tracking responses and maintaining historical data was nearly impossible. The lack of organization made proposal development inefficient, limiting the team's ability to scale operations and respond effectively to opportunities.

SOLUTION

Freelance RFP Writer developed a Proposal Management System within Teams, including a Project Management Dashboard to track responses, a structured naming convention, and a color-coded system for clarity. We built an Excel workbook detailing each project, created reusable templates, established a centralized repository, and organized resource folders for commonly required documents. This system improved response efficiency, provided structure, and ensured a scalable, profitable process for managing proposals.

RESULTS

- ✓ Designed and implemented a structured, scalable proposal management system.
- ✓ Improved tracking and organization of government RFP responses.
- ✓ Reduced proposal development time and increased efficiency.
- ✓ Established a centralized repository for project documentation.
- ✓ Created a system that eased the VP's workload and supported future growth.