

3 **COSTLY** MISTAKES WHEN RESPONDING TO AN RFP

1

OVER - RELYING ON AI

Yes, ChatGPT and other AI tools can speed things up. But AI-generated responses often lack specificity, context, and the nuance needed to address complex scopes. Many responses are too polished, too vague, or too long-winded.

2

IGNORING THE EVALUATION CRITERIA

Many firms treat the RFP as a formality instead of a strategic roadmap. If you're not responding directly to the scoring rubric or evaluation priorities, you're leaving points on the table.

3

MISSING THE 'WHY' FACTOR

Most responses explain what the company does. Few clearly communicate why they're the best fit. Your differentiators should be front and center—not buried in technical specs.

WE KNOW THE SECRET SAUCE!

With **46 years** of combined experience in the utility industry, we understand how RFPs are evaluated and what makes a proposal stand out. Having worked on both sides of the process, we've helped clients win over **80 percent** of the bids we support by focusing on strategy, clarity, and what decision-makers actually care about.

NEED HELP WITH AN RFP?

Ready to Submit? Contact Us!



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