

kwf
CONSULTING

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 30+ RFP processes each year on behalf of our clients, across a broad spectrum of publishing tools and services

Contract publishing <ul style="list-style-type: none">Commercial publishersUniversity presses	Technology <ul style="list-style-type: none">Manuscript submission and peer review systemsContent management systemsDigital platforms	Editorial and production services <ul style="list-style-type: none">Peer review administrationCopyeditingCompositionPrintingFulfillment	Sales and marketing <ul style="list-style-type: none">Institutional salesAdvertising salesContent licensingCustomer service
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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


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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!
