

THE WINNING PROPOSAL FRAMEWORK

Winning tenders requires more than strong ideas – it demands careful planning, precision, and strategic positioning. Most organisations focus almost entirely on writing and miss the decisions made before and after the document is drafted. These 12 actionable rules distil what consistently successful bidders do differently.

1 SCREEN THOROUGHLY

Not every tender is worth chasing. Bidding on the wrong opportunities wastes resources and dilutes your win rate. Choose deliberately.



2 START EARLY

The best positioning happens before the RfP is published. Relationships, intel, and strategy don't happen overnight. Starting a tender should happen right after it's published.



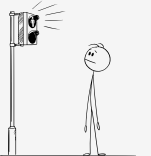
3 DEVELOP LEADERSHIP

A credible leadership structure signals execution capacity before work even begins.



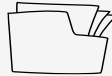
4 UNDERSTAND THE GRID

The evaluation grid is your brief. Every point must map to scoring criteria. If it doesn't score, it doesn't count.



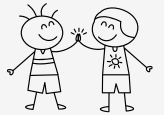
5 BUILD SYSTEMS

Templates, libraries, and clear workflows let you focus your energy where it actually wins not on reinventing the wheel.



6 PARTNER UP

The right consortium can close a capability gap, add geographic credibility, or tip the score in your favour. Choose strategically.



7 ASK QUESTIONS

Clarification rounds are an intelligence opportunity. The right questions signal sophistication and surface what the client really wants.



8 ORGANISE MORE

A disorganised proposal signals a disorganised implementer. Structure, flow, and ease of navigation shape how evaluators experience your bid.



9 DESIGN GRAPHICS

Dense text loses evaluators. A well-placed diagram communicates complex methodology faster and makes your proposal memorable.



10 BE SPECIFIC

Vague commitments raise red flags. Concrete outputs, timelines, and figures prove you have genuinely thought the assignment through.



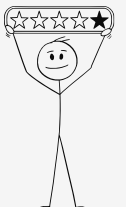
11 RIGOROUS QA

Pricing errors can disqualify instantly. A thorough quality and cost check before submission is absolutely non-negotiable.



12 SEEK FEEDBACK

Losing is only costly if you learn nothing. Debrief every outcome – wins included – to sharpen your next submission.



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YOUR RFP TEAM



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Cameron has drafted dozens of winning proposals across a broad range of donors — securing 100K+ mandates for clients working with DFIs, foundations, and bilateral institutions. He brings first-hand knowledge of what each major donor looks for, from AFD and KfW to large private foundations, and translates that into proposals that score



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Marion built and launched Broadpeak's RFP writing business line from the ground up, securing its first major mandates. She brings a background in finance, banking, and asset management, where she completed competitive RFPs to large institutional clients.

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