

Customer Name

Additional RFP Description

An Avaya Solution for

Presented By:

Name

Title

Street Address  
 City, State  
 Zip Code

Phone

E-mail

DUE DATE, 2013

Cover Letter - This is a basic outline for a cover letter.

Date

Customer Contact Name

Customer Contact Title

Customer Name

Address

City, State, Zip

Dear Contact Name,

This is an example of information that should be contained in a Cover Letter. Cover Letters should reflect the key themes found on the first page of your executive summary but be far less comprehensive. The focus of the cover letter will depend on the reader. Here are the main themes:

1. Use your cover letter to cite your key discriminator directly tied to a key need.

Open with a client-focused theme statement. Avoid clichés!

2. Cover letter signed by highest ranking person in organization who came in contact with customer in the capture planning phase.

Draft this early so that a meaningful interchange between the signer and a senior person from the customer’s organization can be made. Reference the meeting in the cover letter.

3. In a single page include two or three powerful reasons to select your proposal.

Cite any value-added aspects of your offer that save time, save money, or reduce risk. Cite any special efforts taken to address customer’s concern. Reinforce any truly unique experience or performance. Avoid an arrogant or patronizing tone.

4. Close with a short paragraph that points the reader to your proposal.

Include project name, RFP number, give a contact person and number.

Sincerely,

Typed Name

Title

Table of Contents

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Compliance Matrix

|  |  |  |
| --- | --- | --- |
| Section – Description | Compliant Y/N | Comments |
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Executive Summary - This is an example of information that should be contained in an Executive Summary.

Always include an Executive Summary even if the customer doesn’t ask for one. An Executive Summary is the most important part of your proposal. It is the customer’s first encounter with the substantive content of your proposal and sometimes the only section that is read by the decision makers.

Typical Executive Summary sections include those below.

Add other sections as needed or dictated by the customer’s instructions.

Introduction

Include any background information relevant to the opportunity.

Understanding your customer’s goals

Summarize your understanding of the customer’s pain or compelling event, note three or four of the customer’s “hot buttons”, and preview your solution.

Solution

Present a solution designed to address each of the customer issues mentioned in the previous section. Present the business advantages of your solution. Without mentioning other companies by name, highlight any advantages of the Avaya solution over the competition. Don’t forget to mention services or project management if this is a key component of your solution.

Why Avaya?

Highlight information that is important to your customer such as Avaya expertise in the market segment, resources, industry awards, and commitment to green initiatives. Include proof points such as specific customer examples, customer references, case studies, and independent industry analysis. Keep this section brief.

Summary

Summarize your key points and state the next steps.

How do you get started?

Build on your existing sales strategy

Document your existing strategy mirrored against the customer’s goals. Share this strategy with your proposal team for consistent messaging throughout your proposal. Make sure your proposal team understands what is most important to this customer on this opportunity. Get started by answering the questions. Your answers will form the basis of your draft document.

Do not create an Executive Summary from archives or by simply pulling the last one created and performing a “search and replace” on a company name. Your customer will be able to tell the difference in an Executive Summary written specifically for this opportunity and one that is “boilerplate”.

Writing answers to the questions below will help organize your thoughts in preparation to write your Executive Summary.

Strategy for this opportunity:

1. What is the customer’s pain or compelling event?

2. What are the customer’s goals?

3. What are their “hot buttons”? Try to identify three or four key issues.

4. How does your solution meet the customer’s needs?

5. What advantages do you offer over the competition?

Use best practices

* Begin the Executive Summary early in the process and set aside enough time for multiple drafts
* Make your executive summary brief but comprehensive and written for upper-level, non-technical decision makers
* Maintain a customer focus from start to finish
* Write the Executive Summary as a stand-alone document and do not assume readers have been privy to information on earlier sales calls
* Clearly state what you are offering, with clear proof of claims and tie major discriminators specifically to customer issues
* Use visuals such as graphics and tables to emphasize key points
* Follow sound writing guidelines such as using active voice and 1st person
* Make sure your document is visually appealing and easy to read
* Have other proposal team members review your document

Avaya Response:

Avaya Response text/style is Verdana 11 pt. Bold, Italic, Avaya Red (RGB 204, 0, 0), Left aligned, with a 6 pt space before, and paragraph keep with next activated. It is used after each customer question and before the Avaya response. This is sample Avaya Norm text, the style is 11 pt Verdana font, Dark Blue. Text is left aligned, with a 6 pt space before each paragraph. Please include a return after each answer in the proposal to ensure proper spacing.

Avaya Response: