

# CASE

# STUDY

## RFP OUTSOURCED SERVICES

Outsource the dreaded RFP process!

### At a glance

A global sales team chose to outsource their RFP process to leverage specialized expertise and resources, streamlining time-consuming tasks and increasing their chances of winning contracts. Additionally, the sales team was able to focus on core sales activities, such as nurturing client relationships and closing deals, while leaving the detailed proposal preparation to experienced professionals.

### Key metrics

This nine-month RFP outsourcing engagement was on time and budget. It exceeded all the metrics assigned to the project and was successfully transitioned to an internal team for ongoing management and execution.



**91 RFP**  
submissions



**59%**  
win rate

## OPIBILITY



Operations Optimized



[www.opibility.com](http://www.opibility.com)



Indianapolis, IN

### CHALLENGES



The global sales team faced challenges when handling RFPs in-house. In-house teams lacked **specialized expertise and resources**, leading to lower-quality proposals. **Scalability** was an issue when dealing with variable workloads. Meeting tight deadlines was a struggle due to **competing priorities**. **Cost considerations** and maintaining **quality control** were also crucial factors influencing the decision to outsource for RFP management.

### SOLUTIONS



**LOOPIO RFP Management Software**



**RFP Project Management**



**RFP Content Creation**

### BENEFITS



1

#### Sales Rep Productivity

Sales reps realized productivity gains by freeing up their time and resources to focus on high-value sales activities, such as building relationships with clients and closing deals, rather than being consumed by the time-intensive RFP responses.

2

#### Higher Quality Submissions Resulting in Increased Win Rate

The submissions were of higher quality because the sales teams tapped into Opibility's specialized expertise and resources that were dedicated solely to crafting well-structured and compelling proposals.

3

#### Content Centralization and Consistency

Loopio facilitated content centralization and consistency by providing a centralized repository for responses, templates, and documents, ensuring that teams could access and maintain up-to-date and standardized content.