9 Ways to ensure your knowledge library is a goldmine

Anyone who's responded to more than a few requests for proposals (RFPs) knows just how repetitive they get. It seems like every potential buyer asks the same questions over and over again.

Fortunately, a knowledge base can help you quickly respond to those repetitive questions ... as long as it's set up correctly. Below, we'll cover the nine things you need to do to make sure your knowledge base is ready to support your organization's success.

1. Ditch manual tools

Emails and spreadsheets have their place — and this isn't it. Invest in a tool that makes it easy for everyone to access and edit the most up-to-date version of your proposal content.

2. Use a central location

If you have proposal content spread across multiple locations, you're wasting time. Keep everything centralized so you know exactly where to go when you need answers to commonly asked RFP questions.

3. Keep your content organized

If your proposal content is hard to find, your knowledge base will go unused. Make sure your content is tagged with relevant search terms so everyone can quickly find what they're looking for.

4. Consider the benefits of artificial intelligence

Imagine if your knowledge base could suggest content based on keywords in RFP questions. With artificial intelligence, it can.

5. Make sure everyone who needs access has it

Some knowledge base solution providers try to limit how many users you can have (or they charge you way too much to add extra seats). Don't fall into that trap. Find a vendor with an unlimited user model.

6. Start with what works

When you're first building out your content library, start with the most commonly asked RFP questions and pull the answers from winning proposals. That way you know the content works.
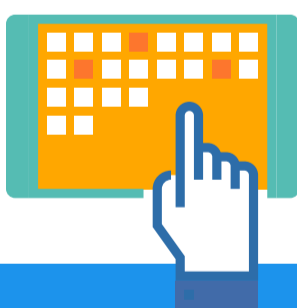
7. Use version tracking

If you can see when content was last edited, who made the changes, when they made them, and even revert back to previous versions, you'll never have to worry about human error tainting your knowledge base.

8. Keep your content fresh

Give your subject matter experts and key stakeholders the ability to edit, update, and delete content. Then, ask them to stick to a recurring review cycle so you know you're always using the most up-to-date information.

9. Find a true partner

Your vendor will know how your knowledge base works better than anyone. Make sure they're willing to partner with you to make sure you get the most out of it.

While RFPs are often generic and repetitive, your response doesn't have to be. Use a knowledge base to quickly find the information you need so you can take the time to personalize your bids and increase your chances of winning.

Request a customized demonstration to see how RFP360's knowledge base can streamline proposal management at your organization.

Request a demo

RFP 360