



3 steps to manage your RFP knowledge library

When it comes to answering RFPs quickly and accurately, an organized RFP knowledge library is your most valuable resource. However, it doesn't happen by accident — it requires thoughtful set up and regular maintenance.

Of Association of Proposal Management Professionals (APMP) members:



have access to a content library



rate content libraries very useful



of useful libraries are actively managed

Luckily, there are three easy steps to manage your RFP knowledge library and maximize its value.

1. Capture proposal content

The first step is to make sure you're collecting and saving the RFP knowledge created by contributors and subject matter experts (SMEs).



42%

of employee knowledge is unique and lost if the employee leaves the business.



Collect

questions from RFPs and answers provided by SMEs.



Review

the gathered records and remove duplicate answers.



Consolidate

the resulting RFP response content and save to your library.

2. Categorize to find answers fast

Saving past proposal content only improves efficiency if you can find it again quickly.



Knowledge searchers are unsuccessful finding the information they require more than 50 percent of the time.

If you can't locate a response after searching, you then have to assign it to an SME and wait for them to answer it. Again



Each week, employees wait for assistance or answers from colleagues for around 5.3 hours.

Consistent categorization is key to improving search success.



Segment content

using account hierarchies (e.g. general company info, finance, security).



Use tags to organize

information by type (e.g. market, industry, business unit).



Leverage powerful search tools

with AI and natural language processing.

3. Continuously review and curate content

Naturally, your RFP responses will change over time as your organization grows and evolves. Schedule time to optimize answers, verify accuracy, ensure compliance and test relevancy.

Mark your calendar for regular content reviews:



Annually:

Company boilerplate, staff biographies, terms and conditions



Bi-annually:

Competitive differentiators, features and product information

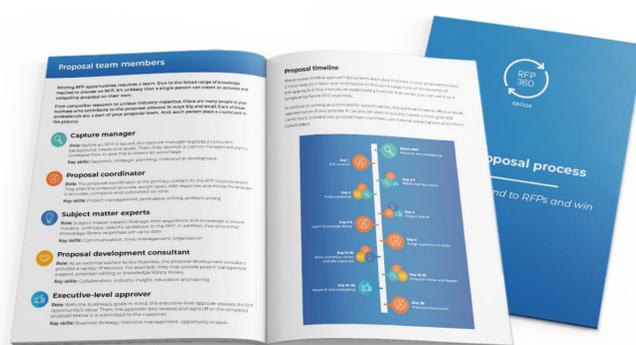


Quarterly:

Compliance information, human resources information, financials

As you collect, categorize and curate more and more RFP response content, your proposal process will naturally become more consistent, efficient and effective.

For additional tips and resources to improve your proposal process and win rates, download the ebook, [The proposal process: How to find and win RFPs](#).



Sources:

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