Bid decision scorecard

Use this scorecard before you commit people and hours to an RFP response. It takes about thirty minutes with the RFP open in front of you, and it works best when the person who would manage the contract fills it in with the person who would write the proposal.

Step 1. Pass or fail questions

Answer these first. A "no" to any of them usually ends the review, unless the RFP allows an exception you are prepared to request in writing during the question period.

Question	Yes	No
We meet every mandatory minimum qualification (licenses, certifications, years in business, required experience).	☐	☐
We can provide the required insurance, bonding and financial statements.	☐	☐
We can accept the contract terms as written, or we know which exceptions we would raise.	☐	☐
We can deliver the full scope of work, alone or with subcontractors the RFP allows.	☐	☐
We can produce a complete, compliant response before the deadline.	☐	☐

Step 2. Weighted factors

Score each factor from 1 (weak) to 5 (strong). Multiply the score by the weight, then add the weighted column. The highest possible total is 500.

Factor	What a 5 looks like	Weight	Score	Weighted
Fit with the scope of work	The work is close to what you already deliver well, with little that is new to you.	20		
Past performance	You have recent, similar projects with references who will speak for you.	15		
Price position	You can price competitively for this buyer and still keep an acceptable margin.	15		
Capacity to deliver	The people named in the proposal will be available if you win.	15		
Knowledge of the buyer	You understand the buyer's goals and history, and you have worked with them or similar organizations.	10		
Competitive field	You know who else is likely to bid, and you have a clear advantage over them.	10		

Time to write	Writers and subject experts have enough hours before the deadline.	10		
Strategic value	The contract opens a new market, client or capability you want.	5		
			Total	

Step 3. Read the result

Total	Suggested decision
375 to 500	Pursue. Start the compliance matrix and assign writers.
275 to 374	Pursue only if you have a plan for your two lowest-scoring factors.
Below 275	Consider passing. Use the hours on an opportunity with a better fit.

> Write down the reason for the decision either way. When the same buyer issues its next RFP, that note will save you a meeting.

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