

RFP Cover Letter Template

On the second page of this document is our RFP Cover Letter Template.

How to Use This Cover Letter Template

- **Replace all bracketed text** with your specific information and customize each section to match the RFP requirements.
- **Lead with understanding**, not capabilities—demonstrate you've thoroughly read their RFP and grasp their business challenges.
- **Focus on their needs first**, not your company—save detailed company history for the main proposal.
- **Highlight 2–3 key differentiators** that directly address evaluation criteria from the RFP.
- **Keep it concise**—aim for one page maximum to respect evaluators' time.
- **End with clear next steps** and your contact information to make follow-up easy.

Tips for Customization:

1. **Research thoroughly:** Review the RFP multiple times and research the client organization to understand their industry challenges, recent news, and strategic initiatives.
2. **Address evaluation criteria:** Subtly highlight how your solution meets the specific evaluation criteria mentioned in the RFP.
3. **Be concise:** Keep the cover letter to one page if possible, focusing on the most compelling points that will make evaluators want to read your full proposal.
4. **Personalize:** Reference any previous interactions, meetings, or relationships with the client organization.
5. **Quantify value:** Include specific, measurable outcomes your solution has delivered for similar clients.
6. **Proofread carefully:** Errors in the cover letter create a negative first impression that's hard to overcome.
7. **Match tone:** Adapt your language to match the client's corporate culture and communication style (formal vs. conversational).
8. **Highlight compliance:** Briefly mention your proposal's compliance with all RFP requirements and any additional value you're offering.

RFP Cover Letter Template

[Your Company Logo]

[Date]

[Client/Organization Name] [Address Line 1] [Address Line 2] [City, State/Province, ZIP/Postal Code]

RE: Response to [RFP Title/Number]

Dear [Recipient Name/Evaluation Committee],

We are pleased to submit our proposal in response to [Client Organization Name]'s Request for Proposal for [brief description of the service/product requested]. After carefully reviewing your requirements, we are confident that our solution directly addresses your key challenges and will deliver exceptional value to [Client Organization Name].

Understanding Your Needs

Based on your RFP and our research, we understand that [Client Organization Name] is seeking a partner who can [summarize 2-3 key requirements or challenges the client has explicitly mentioned in the RFP]. Additionally, we recognize that [mention an unstated but likely challenge or goal the client is facing based on your industry knowledge].

Our Approach

[Company Name] offers a comprehensive solution that includes:

- **[Key Solution Component 1]:** [Brief description of how this addresses a specific client need]
- **[Key Solution Component 2]:** [Brief description of how this addresses a specific client need]
- **[Key Solution Component 3]:** [Brief description of how this addresses a specific client need]

What sets our approach apart is [unique differentiator or methodology]. Unlike typical solutions in the market, we [explain what you do differently and why it matters to the client].

Why [Your Company Name]

We are uniquely qualified to deliver exceptional results for [Client Organization Name] because:

1. **Relevant Experience:** We have successfully implemented similar solutions for [mention 1-2 relevant clients or industries], resulting in [specific, quantifiable outcomes].
2. **Specialized Expertise:** Our team includes [highlight relevant expertise, certifications, or capabilities that align with client needs].
3. **Proven Track Record:** Our clients consistently report [mention a key performance metric or satisfaction rating], as demonstrated in the case studies included in our proposal.

Implementation Confidence

If selected as your partner, we commit to:

- Dedicated implementation support led by [role/person]
- A clear timeline with deliverables starting [timeframe]
- Seamless integration with your existing [systems/processes/teams]
- Ongoing support and expertise to ensure lasting success

We've included detailed information about our approach, team, experience, and pricing in the attached proposal. [Optional: highlight any specific sections that deserve special attention].

We welcome the opportunity to discuss our proposal in greater detail and answer any questions you may have. Please contact [Name] at [phone] or [email] to arrange a meeting or to request additional information.

Thank you for considering [Your Company Name]. We look forward to the possibility of partnering with [Client Organization Name] to [restate the key benefit/outcome the client will achieve].

Sincerely,

[Signature]

[Your Name] [Your Title] [Your Company] [Contact Information]