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data trends to boost proposal win rates:

We evaluated the current B2B proposal and RFP landscape to explore current trends and common challenges companies face in the process.

Despite the challenging business environment, companies are receiving a higher volume of requests from 2021.

These data trends help companies manage high volumes of RFPs and create effective pitches and proposals to keep win rates moving in the right direction.

1

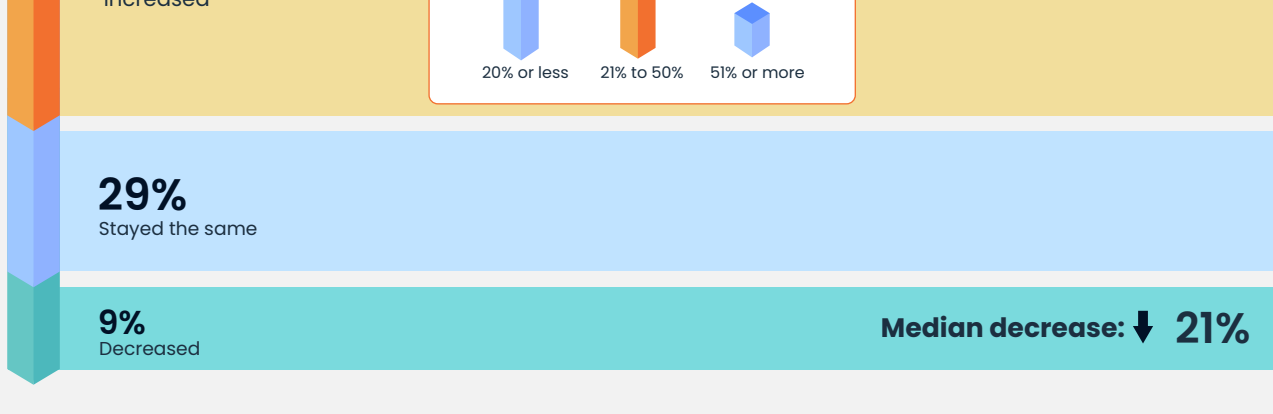
RFPs keep rolling in

Number of RFP Requests is on the rise.

The majority of companies (54%) reported an increase in the number of RFPs they received in 2022.

Comparison to Last Years' Volume
(Base: Total Respondents; n=224)

2021 Median % of Increase 2022

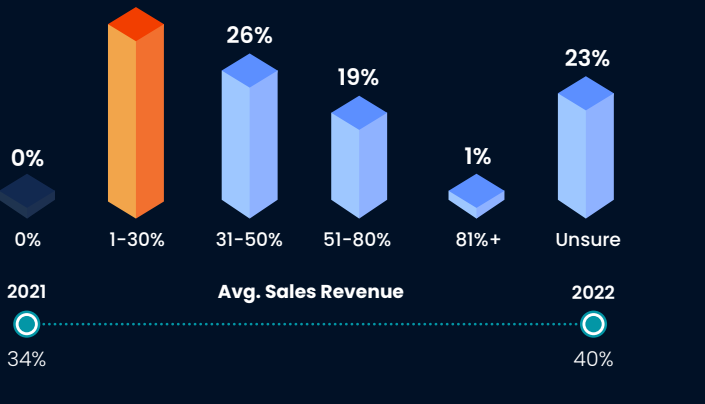


2

RFPs represent an increasing portion of annual sales revenue

RFPs are landing in inboxes everywhere, it's a matter of converting them into closed business.

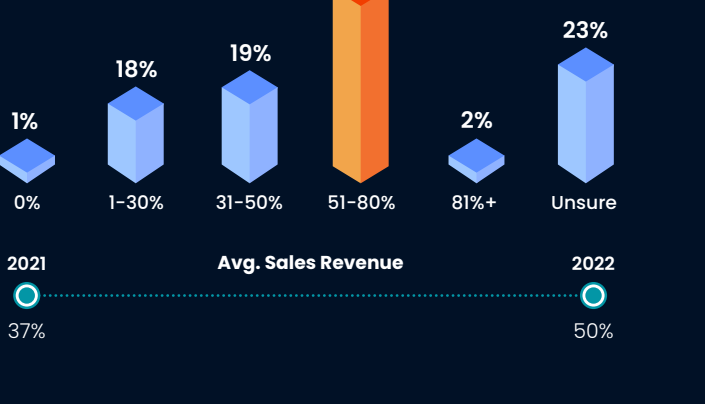
% of Sales Revenue from Winning RFPs from New Businesses
(Base: Those working on RFPs/RIFs; n=145)



Avg. Sales Revenue from RFPs: **~40%**

On average, users of automated proposal management software report nearly the same share of revenue coming from new businesses than those not using such tools (40% vs 41%)

% of Sales Revenue from Winning RFPs from Existing Businesses
(Base: Those working on RFPs/RIFs; n=145)



Avg. Sales Revenue from RFPs: **~50%**

Those not using automated proposal management software are more likely to be unsure than others (39% vs 15%)

3

The proposal process takes a village

On average, 20 people are involved in responding to RfX requests. Without a way to collaborate on responses, the proposal process can become a chaotic entanglement.

Dedicated bid team

- Business Development
- Account Managers
- Subject Matter Experts
- Pre-sales or solutions
- Marketing
- Sales
- Client Services
- Security team
- Channel sales team
- Knowledge/Research Management
- IT team

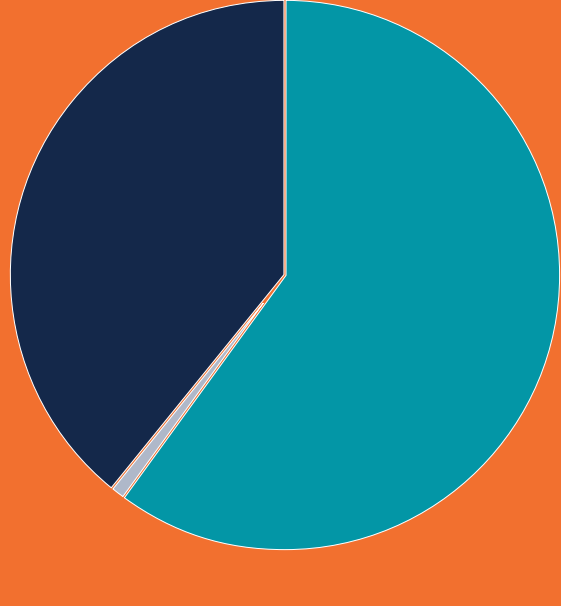
4

Clear, concise, compelling content is the best sales tool

Our research found that 60% of companies on average re-used existing content when responding to requests and 40% developed from scratch.

Are your teams working harder than they have to?

2022 Avg. Content Development
(Base: Total Respondents; n=224)



Leverage QorusDocs to help your team turn RFPs into revenue and:

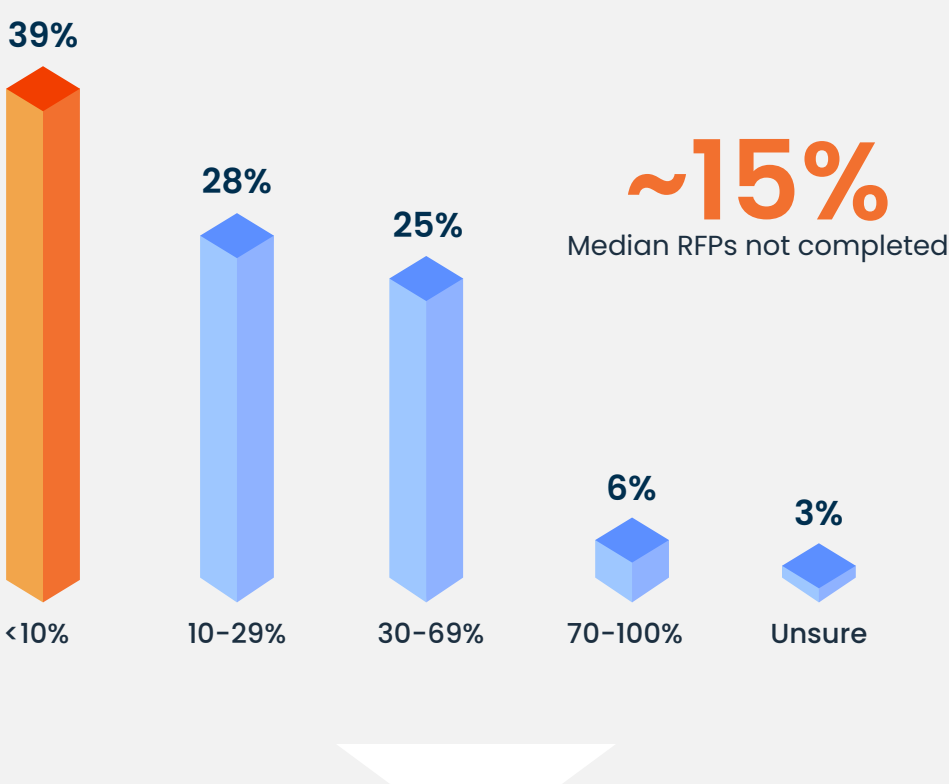
- Win more deals
- Deliver more, faster, better-quality RFPs
- Eliminate stress and friction in the collaboration process
- Gain insight into what drives wins

5

Uncompleted RFPs and proposals cost companies big bucks

The inability to complete responses can be extremely costly. Whether due to time constraints or other factors, companies unable to respond to RFPs missed out on sizable revenue opportunities in 2022.

Incomplete RFPs
% RFPs not Completed
(Base: Those personally working on RFPs/RIFs; n=145)



Take the guesswork out of what works with AI-powered response management software

Download the report

