



Date: May 29, 2007

To: Team Leaders

Fm: XXX

RE: New RFP ~~Proposal procedure~~ Process

The pathway to new and expanded sales account growth ~~here~~ at XXXX will be supported by the development and submission of best-in-breed, ~~winning~~ professional sales and marketing proposals. ~~Therefore~~ ~~o~~ On behalf of your Marketing Team, I'm proud to ~~announce~~ ~~introduce the new~~ XXXX RFP Process. the following:

Effective immediately, XXXX Marketing is implementing a new and improved, consistent, and standardized method in which we'll process Requests For Proposals (RFPs) as obtained from current and prospective new customers. This new procedure is explained fully in the Word document, entitled 'RFP Procedure' ~~Process~~, the ~~Powerpoint~~ PowerPoint file, entitled 'RFP Proposal process implementation'; along with various Visio flow chart files ~~which that~~ show the sequential progression of the proposal process steps in ~~sequential~~ order. All of these files may be found on the Marketing Portal, at <http://wcdev02/Marketing/info/default.aspx>. ~~We intend to continuously improve this procedure process; therefore iterations iterations~~ via subsequent document revisions will be updated and announced from time to time.

The primary objectives for this ~~procedure process~~ are:

- To best utilize a method to produce more effective, customized, branded sales and marketing proposals in response to XXXX solicited sales opportunities.
- To best define and articulate XXXX's value proposition and competitive ~~differentiation~~ ~~combining differentiation~~ ~~combining~~ current successes with emerging capabilities.
- To best utilize XXXX's valuable human ~~resources~~ ~~through resources~~ ~~through~~ increased collaboration between Marketing and the company's other functional ~~teams~~ ~~and teams~~ ~~and~~



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in harvesting information from XXXX's numerous ~~Subject Matter Experts~~ (SMEs) ~~who are in residence within ALL of the company's teams.~~

The scope of this ~~procedure will~~process includes all relevant associate activities of Sales Acquisitions, National Account Management, Program / Project Management, ~~etc. and otherwise~~ within the company where current business account retention and new growth opportunities ~~exist across~~exist ~~across~~ ALL lines of XXXX's ~~business which~~business ~~which~~ require successful marketing proposals for positive XXXX outcomes.

Please see XXX (Marketing Proposal Developer as primary RFP ~~Proposal~~ contact), XXX, or myself if you have any questions or need further information. ~~Thanks in advance for your timely support and responsiveness, as we call upon various XXXX associates for Subject Matter Expert input and contribution, so that together we can together help grow our company through new sales opportunities.~~

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