

Droste Group

RFP Specialist Playbook

1. Welcome & Program Overview

This playbook provides everything you need to succeed as an RFP Specialist partnering with Droste Group. In this program, you will identify and create RFP responses, earning 5% of the contract value when Droste wins. Our success is backed by 20+ years of results, Fortune 500 clients, and award-winning methodologies.

2. Program Workflow

1. Step 1: Identify RFPs in leadership & team training, coaching, assessments; culture enhancement; or organizational development.
2. Step 2: Validate the opportunity using AI prompts before claiming it.
3. Step 3: Claim the RFP in the RFP Claim Spreadsheet.
4. Step 4: Build the response using Droste templates, prompts, and support.
5. Step 5: Submit and win – receive 5% of the contract value.

3. Rules of Engagement

- Exclusivity: Once claimed, an RFP belongs to you.
- Timeliness: Drafts must be delivered 5 business days before the deadline.
- Confidentiality: Do not share Droste templates or responses externally.
- Payment Terms: 5% payout within 10 business days of Droste receiving client payment.

4. ChatGPT Prompt Playbook

Go/No-Go Sample Validation Prompts—to Ensure it's Worth Going Forward Before Developing a Response

- Evaluate this RFP for Droste Group.com. Is it aligned with leadership & team training, coaching, and assessment; culture enhancement; and organizational? What is the likelihood of success?
- Summarize the scoring criteria of this RFP and highlight areas where Droste would be strong or weak.
- Is this asking for us to do something that Droste does?
- Are there any requirements that would prevent Droste to respond (such as you have to be a vendor with a special license)?
- Do you think or know that many others are bidding for it and, if so, how many?
- What is the estimated value of the project? Is the ROI worth the effort of bidding?
- Is there any known current or prior business relationship with this client and Droste and, is so, what is it and who was/is the contact?
- Using AI, how long should it take to develop the response?
- Do we believe the client is genuinely open to new vendors, or just fulfilling a process requirement or are there signs this was written with a preferred vendor in mind?

Sample Response-Building Prompts

- Do we have access to any previous pricing or data of other RFQ's previously awarded by this requestor?
- Executive Summary: Draft a client-centric executive summary for Droste's RFP response showing measurable results, awards, and 20+ years of leadership impact.
- Methodology: Write a methodology section for a leadership development RFP response, incorporating Droste's Leadership Impact System™ and adult learning best practices.
- Case Studies: Insert a Droste case study showing impact (e.g., 25% engagement increase, 80% resilience improvement).
- Compliance Matrix: Create a compliance matrix mapping RFP requirements to Droste's solution capabilities.
- Differentiators: List and explain Droste's unique differentiators vs. competitors.

5. Proposal Writing Best Practices

- Evaluator-Friendly Writing: Use headings, bullets, short paragraphs.
- Client-Centric Focus: Write 'you will receive' instead of 'we will provide'.
- Proof First: Include metrics and case studies instead of vague claims.
- Compliance: Address every requirement, even if redundant.
- Formatting: Use Droste's templates and brand guidelines.

6. Tools & Resources

- Agreement – Must be signed before payouts
- AI Prompt Playbook – Ready-to-use prompts
- RFP Claim Spreadsheet – Reserve your RFPs
- Droste Templates – Capabilities Document and Solutions Catalog
- Support Channel – <https://drostegroup.com/contact/>

7. FAQ

- Who owns the proposals? → Droste Group.
- Can I claim unlimited RFPs? → Yes, if delivered on time and high quality.
- What if pricing is required? → Droste will provide pricing.
- Can I collaborate with other specialists? → No, one per RFP.

8. Success Checklist

- ✓ Validate with AI prompt
- ✓ Claim in spreadsheet
- ✓ Build outline & draft within 3–5 days

- ✓ Ensure compliance with all requirements
- ✓ Use Droste templates + prompts
- ✓ Submit for Droste review
- ✓ Confirm submission before deadline

9. Example Earnings Scenario

Contract Won: \$1,200,000

Specialist Share: \$60,000

Even 2–3 wins per year could equal a six-figure income stream.