

## Letter of Transmittal/Cover Letter Worksheet

*Convey your company's strengths to the client as well as "ask the client for action" such as a meeting date, a more in-depth discussion of the proposal or a presentation of your solution. The letter must be brief, concise and to the point, but you must cover specific items like: what RFP this proposal is in response to, the effectivity dates of the proposal, commitment to the project and an indication that the individual signing the letter is authorized to commit the company to the project. Use letterhead.*

**Greeting:** It is never acceptable to skip the greeting or to address the letter to "sir" or "madam." Address the letter to the person indicated within the RFP. If no one is indicated, call and ask. Double check spellings, titles and address information.

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**Introduction:** Open by indicating how excited or pleased your firm is to respond to the RFP. Indicate the title or number of RFP to which you are responding. At this point you may want to indicate a list of deliverables you are supplying to the client upon completion of the project (this list could be in bullet form). Highlight unique or innovative elements of the proposal.

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**Body of the Letter:** Give examples of relevant past experience. Explain why your company can complete this project within the requested budget and time frame. List any themes or capture strategies you are employing. Indicate proposal effectivity dates. Indicate that your solution meets all the criteria in the RFP.

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**Closing:** Ask for specific action like a meeting or phone call. Always provide contact information in the form of at least one phone number and an email address even if information is on the letterhead (do not make the client search for information). Indicate commitment of company to the project.

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**Signature:** Do not skip the signature (even if the document is electronic). Scan in the signature of the executive and include. The letter can be sent from the President/CEO, VP of Customer Service, VP of Sales, or some other high ranking official that speaks directly for the firm.

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