

# RFP PROCESS

Issue / publish RFP



(1 week after issuance)



Responders' submission of Questions & Clarifications

Customer responds to Questions & Clarifications



(3-5 days later)

(1 week after Questions answered)

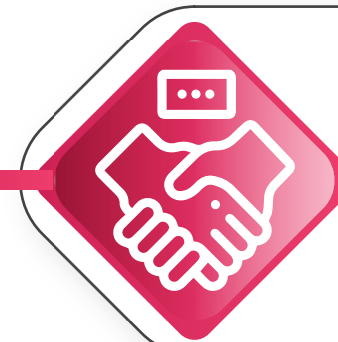


RFP Response Deadline

Final shortlist confirmed



(1 week after RFP response)



Pricing negotiations and agreement on scope

Selection of winner



(1 week after pricing agreed)

**TOTAL DURATION OF RFP PHASE (NOT INCLUDING PREPARING DOCUMENTS) - 30 DAYS/6 WEEKS.**

If you would like help with evaluating your current Martech and before deciding to start the RFP process, or if you need help picking a vendor, Purple Square CX are experts in this field and can assist you with the process, get in touch at [letstalk@purplesquarecx.com](mailto:letstalk@purplesquarecx.com).