

Proposal Review Scoring Lens

How Evaluators Read and Score Proposals

Understanding evaluator behavior improves proposal effectiveness.

How Proposals Are Typically Reviewed

Initial Screen

- Completeness
- Compliance
- Responsiveness

Failures here often result in elimination.

Technical Evaluation

Evaluators assess:

- Understanding of requirements
- Feasibility of approach
- Risk and mitigation

Price/Value Evaluation

Buyers assess:

- Price realism
- Alignment with scope
- Overall value, not just lowest cost

Risk Perception

Risk increases when:

- Language is vague
- Experience is overstated
- Pricing appears unrealistic

Key Insight

Evaluators are often balancing and attempting to determine:

“Can this vendor do the work without creating problems?”