

RFP Template



### How to make this template work for you

Below you’ll find all the prompts and sections commonly found in requests for proposals in the language services industry.

There are two templates – a short one suitable for when you need concise details and a long template to support projects where you need more detailed input.

When you’re done, delete this placeholder page and you’ll have your RFP template ready to go. If there are any sections or questions that aren’t relevant to your projects, just delete them.

And don’t forget you can learn from [expert insight on how to make the most of your RFP on our blog.](https://blog.acolad.com/insiders-tips-for-succcessful-translation-rfp)

**Guide to styles**

*Italicized information* is a quick description to give you more information on what you should include, and suggestions as to what you should think about when filling in the appropriate sections.

[UPPER CASE IN BRACKETS]: Information for you to erase and fill in with specific information.

Normal placeholder text: Suggested wording to include, but may be altered to suit your needs.

### Short Template

About [Company Name] and Our Needs

|  |  |  |
| --- | --- | --- |
| **RFP** | **Due By:** | [Company Name] |
| **Project Overview:**[INSERT PROJECT OVERVIEW] |
| **Key Challenges:*** [KEY CHALLENGE 1]
* [KEY CHALLENGE 2]
* […]
 |
| **Project Goals:**[DESCRIBE PROJECT SCOPE IN MORE DETAIL] |
| **About Us:**[INSERT BACKGROUND ON YOUR COMPANY RELEVANT TO YOUR TRANSLATION PROVIDER] |
| **Previous translation/localization experience:**[INSERT EXISTING OR PREVIOUS LOCALIZATION EXPERIENCE AND/OR ROADBLOCKS] |
| **Systems for integration:**[INSERT WHAT SYSTEMS YOU WILL NEED INTEGRATED] |
| **Required language combinations:**[LIST LANGUAGE COMBINATION REQUIREMENTS] |
| **Translations volume and frequency required:**[OUTLINE VOLUME OF TRANSLATION WORK/TURNAROUND TIMES REQUIRED] |
| **Subject matter specializations:**[DESCRIBE WHAT INDUSTRY AREAS YOU WILL NEED TRANSLATOR EXPERTISE IN] |
| **Compliance requirements:**[OUTLINE ANY NECESSARY ISO STANDARDS OR DATA PROTECTION PROTOCOLS] |
| **Budget:** [OVERALL BUDGET] |  | **Project Due:** [INSERT DATE] |
| **Contact:** [CONTACT NAME] | **Email:** [INSERT EMAIL] | **Phone:** [INSERT NUMBER] |

Vendor Information *(Information you should request from vendor candidates –* [*more on this here*](https://blog.acolad.com/insiders-tips-for-succcessful-translation-rfp)*)*

|  |  |
| --- | --- |
| **Company size and structure** |  |
| **Company locations** |  |
| **Management and org chart** |  |
| **Account management info** |  |
| **Costs, with breakdown by language/turnaround time** |  |
| **Sample quotation** |  |
| **Translation tech requirements** |  |
| **Quality assurance** |  |
| **IT security and data protection** |  |
| **Capacity and availability** |  |

# Long Template

# **Request For Proposal**

[Project Title]

[Your Company Name]

Proposals due by: [PROPOSALS CLOSING DATE]

# Company Background

*Details about your organization and how translation and localization align with your business goals. Include details about your company size, structure, and a short lowdown on what previous or existing translation and localization experience you have.*

[Explain your company background/structure and localization experience]

# Partnership Overview

*Before going into specifics, give a short introduction to the project or partnership itself so that vendor will know if it’s right for them to bid on.*

[EXPLAIN OVERVIEW IN ONE TO TWO PARAGRAPHS]

# Partnership Goals

*Here you should explain clearly what you want to accomplish with this project or partnership. Set out your goals as clearly as possible so vendors can understand your needs. Be as specific as possible about your expectations. What type of content is involved? Which platforms and channels will be addressed?*

The goals for this project are:

* [INSERT GOAL #1] *Do include detail, but we’ll go further into project scope later*
* [INSERT GOAL #2]

In order to meet these goals, [INSERT COMPANY NAME] is accepting bids responding to this Request for Proposal.

# Previous Experience

*Go into more detail here on your existing translation operations, or previous partnerships you’ve had. Sharing your past experiences (good and bad!) reveals what's crucial for a successful partnership.*

*What's lacking in your existing setup of translation and localization processes? What are the key issues and challenges you're currently facing when it comes to translation? If you have them, what do your internal localization processes look like now?*

*Also, be sure to outline what time, resources or constraints will affect the project. If you explain them at the outset, potential vendors should be able to demonstrate how they’ll deal with these challenges.*

[EXPLAIN PREVIOUS EXPERIENCE]

# Partnership Scope

*It’s important to get into the details of your planned project or partnership so that any vendors can really understand the project and what they’ll need to bring to make it a success.*

*Include a more detailed description of the project or planned ongoing work. It can be written out in paragraphs, or in bullet points - whatever works best. Here’s an idea of some of the crucial info to include:*

* *Which language combinations do you need (including any local language variants)?*
* *What's the expected volume and frequency of your translation needs?*
* *What would be the main subject matter specialization areas and content formats, including compliance requirements?*

[Insert information about project scope]

# Budget

*Here you can outline your budget. It’s important to be clear with vendors so that they can deliver realistic solutions given your resources. There’s also a more detailed section further down where you can request more translation-specific costs from vendors.*

[Insert budget details]

# How Bidders Will Be Evaluated

*Here you want to set out what criteria will be used to decide the successful bidder. List all of the criteria you will take into account. As an idea of what you should be looking at:*

* Previous experience and proven performance record
* Case studies from previous related projects
* Cost
* Meeting technical standards
* Industry area expertise
* Good partnership relationship management
* Answers to the questions in the next section

*Our blog post on this topic looks more at how you can evaluate language services providers. Consider carefully what suits you best – now and in the future. The result should be a shortlist of the most promising candidates. To choose among them, don't overlook the following criteria:*

* *Was their proposal accurate and timely?*
* *Do they have translation and content experience in your industry or field?*
* *Are they able to scale their services as your business grows?*
* *How long have they been operating already?*

*For the ultimate evaluation of your future partner(s) also consider requesting:*

* *References from existing clients whose business needs to match yours*
* *Translations of test content you provide – for better comparison, use identical samples for all eligible future partners*
* *An RFQ: a document that details pricing options for a particular service or product; you ask the vendors to provide price lists for the deliverables proposed in the RFP.*
* *An RFQ is an additional sourcing tool, concentrating on the financial aspects.*

# Questions Bidders Must Answer

*List the questions that any successful bidder will have to answer. They may be related to a particular challenge that you are looking to solve, such as any pinch points in your language needs. It could be worth asking what problems a potential vendor foresees and how they would approach them.*

1. [INSERT QUESTION]
2. [INSERT QUESTION]
3. [INSERT QUESTION]

# Submission Requirements

*This is a section to specify things that will be necessary for the successful bid, but don’t necessarily fall into the questions and evaluation metrics above. You can set page limits, or specifically request translation samples, references or customer satisfaction survey results. Don’t forget to include the deadline and preferred submission method, and ask for a suggested schedule.*

* Only bidders who meet each metric in the evaluation section should submit a proposal
* Please include relevant samples, case studies and references with your proposal
* Proposals should be no longer than [INSERT NUMBER] pages.
* Proposals must be received by [INSERT CLOSING DATE/TIME]. Interested bidders should inform [INSERT CONTACT NAME AND EMAIL] before [INSERT DATE/TIME].
* Please include a proposed schedule.

# Translation Requirements

*You may have already identified advanced technology or industry standard requirements. You can also take this opportunity to ask for an assessment from your potential partners. Depending on your current workflows and technological setup, you may need:*

* *Translation management system (TMS), with clear alignment on hosting environment, responsibility, and location*
* *Growing libraries, potentially turning each project into a base for future translation projects*
* *Clear review and approval processes of glossary terms*
* *In-context reviews*
* *Cloud-based reviewing for multiple users*
* *Repository storage of documents, to be retrieved at any date*
* *Customizable customer portal to manage and track translation projects in real time*
* *Optional direct communication with translators*
* *Additional language technology tools.*

*Secondly, it’s important to outline any quality assurance requirements here. So include questions about ISO standards you may need and whether potential partners have them. You might also want to ask about the processes for tracking and managing translation non-conformities.*

*Finally, you can ask about typical turnaround times for projects. Also, check for working hours and office closures – some providers will be able to provide round-the-clock services with sites based around the world.*

[OUTLINE TRANSLATION REQUIREMENTS/ASK FOR TRANSLATION REQUIREMENTS ASSESSMENT]

# Cost Breakdown

*You might want to ask for a more detailed breakdown of translation costs. We recommend using a template (see below) to make sure you get standardized data to make for easy comparison between vendors. If you’re requesting additional services, such as post-editing for machine translation, you can add in extra rows to ask for pricing for those services. Also, don’t forget to ask for the rates for each different source or target language as these can vary. Don’t forget to specify your currency!*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | [INSERT TARGET LANGUAGE] | [INSERT TARGET LANGUAGE] | [INSERT TARGET LANGUAGE] | [INSERT TARGET LANGUAGE] | [INSERT TARGET LANGUAGE] |
| Translation rate per word/hour from [INSERT SOURCE LANGUAGE] |  |  |  |  |  |
| Translation rate per word/hour from [INSERT SOURCE LANGUAGE] |  |  |  |  |  |
| Further processing costs |  |  |  |  |  |
| Onboarding costs |  |  |  |  |  |
| Subscription costs |  |  |  |  |  |
| Potential discounts |  |  |  |  |  |

# How Our Ideal Partnership Would Look

*It can help to attract vendors that would be a good fit by outlining what your ideal partnership would look like. It’s a section where you can talk about how your communication and relationship would work, and outline shared values you want to see in your partnership.*

[Insert information on ideal partnership/shared culture]

# Contact Information

*Just specify the best person to contact in relation to the RFP and which email to submit the finished RFP to.*

For questions and submissions related to this RFP, contact:

[CONTACT NAME]

[CONTACT EMAIL]

[CONTACT PHONE]