Action Words

Use **Proposal Quick Start** (**PQS**) to identifying action words in a **Request for Proposal** (**RFP**) is one of the most critical steps in the proposal development process. It's the foundation upon which a compliant, responsive, and ultimately winning proposal is built.

Defines the Scope of Work

Action words tell you precisely what you have to *do*, *build*, or *deliver*. They transform a general need into a specific set of tasks.

What they are: Words like **develop**, **install**, **configure**, **test**, **integrate**, **manage**, and **deliver**.

Why it's important: Misinterpreting these words leads to an inaccurate project plan and price. For example, a requirement to "**demonstrate** a capability" is very different from a requirement to "**develop and install** a capability." Correctly identifying these words is essential for calculating an accurate Level of Effort (LOE), assigning the right resources, and pricing your solution correctly to avoid losing money or being non-competitive.

With PQS see Action Words across the sections of your RFP.

Action Words	Section L	Section C	Section M
accordances			
according			
advise*	8		6
analyze		3	
are to	4	2	2
attest			
attests			
be able to			
be capable of			
be expected to			
be necessary to			
be obligated to			
be required to		8	
certified	7		
certifies		1	
certify		1	
compliance	8	3	1
complies		1	
comply	1	14	
complying			
demonstrate	12		2
describe	3	2	
develop		23	
ensure	4	32	
ensured			
ensures			
ensuring	1	4	1
essential			
evaluation	22	2	18
expect			
expected		1	1
expects			
iaw			
in accordance with	26	48	10
include	26	16	4
indicate	4		
is to	4	6	2

Summary | Section L | Section C | Section M

Write a Responsive and Persuasive Proposal

A winning proposal doesn't just promise compliance; it makes it easy for the evaluator to see it. Identifying action words allows you to structure your response in a way that directly mirrors the RFP's requirements.

What they are: Words like **describe**, **explain**, **list**, **detail**, and **demonstrate**.

Why it's important: If the RFP says, "**Describe** your quality control process," the corresponding section header in your proposal should be "Our Quality Control Process" or "We **Describe** Our Quality Control Process." This direct "mirroring" makes the evaluator's job easy. They can quickly check off requirements, which builds their confidence in your solution and your attention to detail.

*Action Words in **Red Bold** font using PQS.*

Action Words are the contractual DNA of an RFP. Systematically identifying and responding to every single one is the difference between a compliant, well-scoped proposal and one that is quickly discarded.

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