

# 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.*

	A	B	C	D	E	F	G
4			Section L	Section C	Section M		
5							
6							
7							
8	<b>Action Words</b>						
9	accordances						
10	according						
11	advise*		8			6	
12	analyze			3			
13	are to		4	2	2		
14	attest						
15	attests						
16	be able to						
17	be capable of						
18	be expected to						
19	be necessary to						
20	be obligated to						
21	be required to			8			
22	certified		7				
23	certifies			1			
24	certify			1			
25	compliance		8	3	1		
26	complies			1			
27	comply		1	14			
28	complying						
29	demonstrate		12		2		
30	describe		3	2			
31	develop			23			
32	ensure		4	32			
33	ensured						
34	ensures						
35	ensuring		1	4	1		
36	essential						
37	evaluation		22	2	18		
38	expect						
39	expected			1	1		
40	expects						
41	iaw						
42	in accordance with		26	48	10		
43	include		26	16	4		
44	indicate		4				
45	is to		4	6	2		

Page (Paragraph Number)	Document Text	Terms	your Comments
10 (118)	The contractor <b>shall</b> keep the plan up-to-date and <b>provide</b> such updates to CMS at least monthly or upon request.	Provide, Shall	
10 (119)	<b>3.1.2 New Content Development</b>		
10 (120)	3.1.2-1 <b>In accordance with</b> the content-management plan, the contractor <b>shall develop</b> CSR scripts and other materials to effectively respond to customer inquiries across all contact channels. This includes proposing new formats and approaches to improve content effectiveness.	Develop, In accordance with, Shall	
10 (121)	3.1.2-2 For new content, the contractor <b>shall</b> conduct research to <b>develop</b> CSR scripts that <b>provide</b> a thorough response to beneficiaries' and customers' issues. The CTC contractor <b>shall ensure</b> that CMS content is:	Develop, Ensure, Provide, Shall	
10 (122)	3.1.2-3 Reliable and consistent across all contact center channels and with other CMS communications (e.g., Healthcare.gov, Medicare.gov website); Accurate <b>in accordance with</b> CMS policy and procedures;	in accordance with	
10 (123)	<b>Written to CMS plain language standards;</b>		
10 (124)	Integrated into Content Viewer and presented in a format that supports maximum CSR performance effectiveness and efficiency; Updated in a timely manner to <b>ensure</b> responsiveness to caller inquiries; Available in English and Spanish language versions; and, Written to meet the Americans with Disabilities Act (ADA) Section 508 <b>requirements</b> .	Ensure, requirements	

# 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.