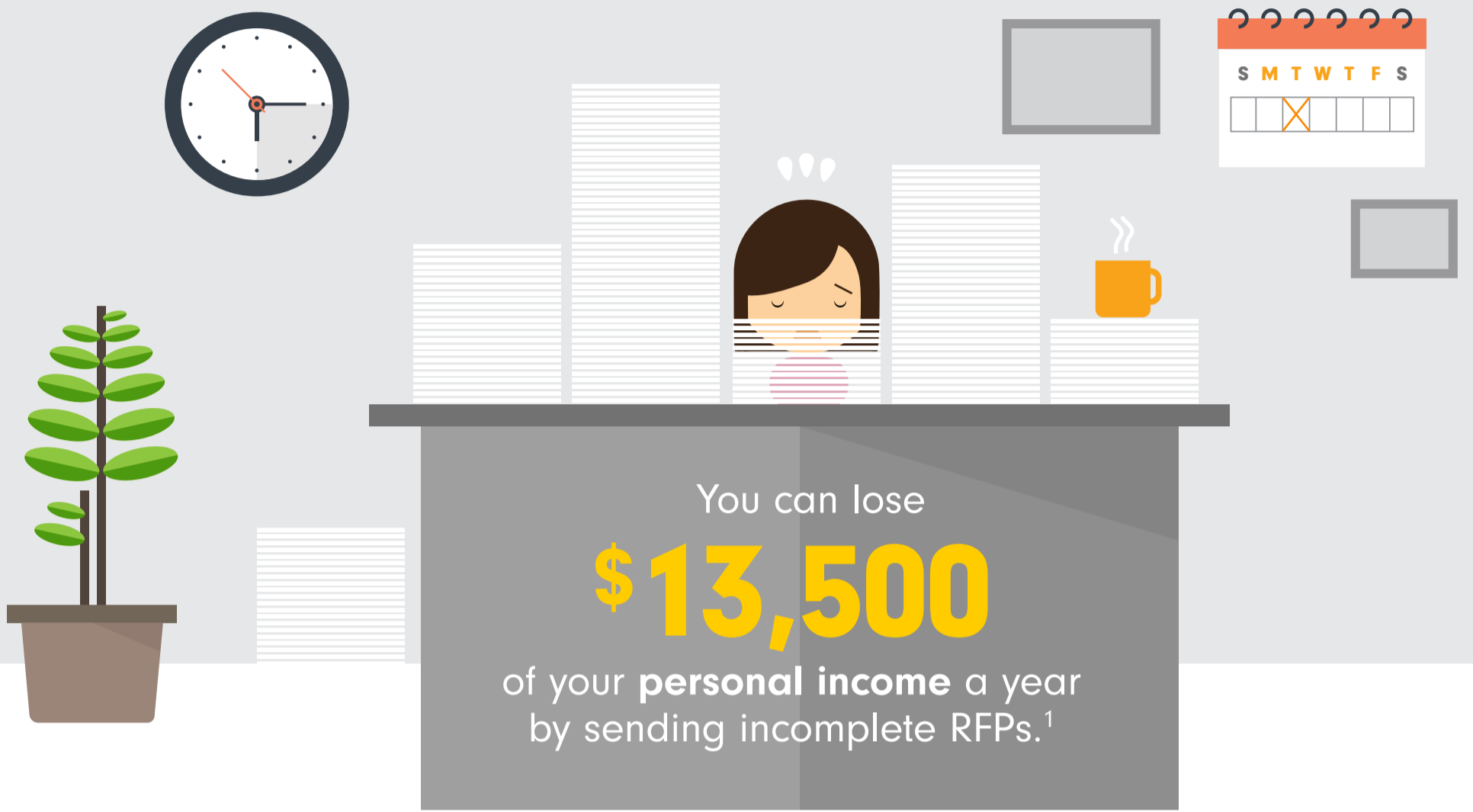


# RFP or RFWow?

WHY SENDING QUALITY RFPs GETS YOU THE WOW

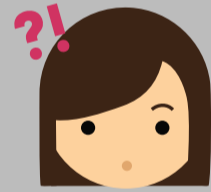


NOT SPENDING ENOUGH TIME ON YOUR RFP IN THE BEGINNING CAN RESULT IN HEADACHES, LATE NIGHT FRUSTRATION AND, MOST IMPORTANTLY, MONEY.



THE AVERAGE TIME A PLANNER INITIALLY SPENDS WITH THEIR CLIENTS DISCUSSING THEIR MEETING NEEDS IS **ONLY 30 MINUTES.**

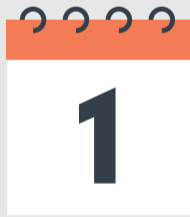
**WAIT.**  
Am I spending  
enough time?



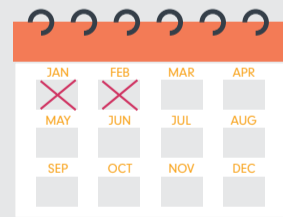
THE TIME THAT CAN BE LOST GOING BACK AND FORTH FOR MORE INFORMATION AFTER SENDING A POOR QUALITY RFP IS...<sup>1</sup>



5-7 hours



That's a whole day  
of your workweek

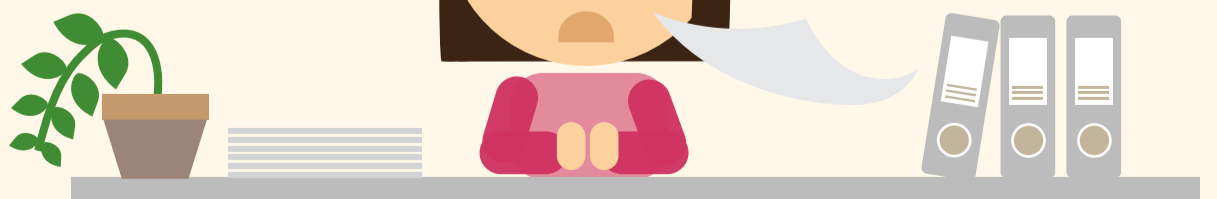


Or almost 2 months  
of your year

## Are you sending incomplete RFPs?

You could be losing money directly out of your own pockets and putting your relationship with the client in danger before it even begins.

Maximize your Wow with quality RFPs. That's what makes you a WowMaker.



<sup>1</sup> Source: Research conducted by Hilton Worldwide, 2015