



**RWANDA INTERNET COMMUNITY AND TECHNOLOGY ALLIANCE (RICTA)  
REQUEST FOR PROPOSAL**

**Sales Agency**

**Design and Execution of a Three-Year .RW Domain Sales and Growth Strategy**

**RFP Reference No.:** 03/RFP/RICTA/ADM/2026

**Issue Date:** 22/06/2026

**Proposal Due Date:** 22/07/2026

**Issuing Contact:** [infodesk@ricta.org.rw](mailto:infodesk@ricta.org.rw)

## 1. Introduction and Purpose

The Rwanda Internet Community and Technology Alliance (RICTA) is the not-for-profit organization mandated to manage Rwanda's country-code top-level domain (.RW). As part of its mandate to strengthen Rwanda's digital identity, RICTA is issuing this Request for Proposal (RFP) to identify and engage a sales agency ("the Agency") to design and execute a comprehensive three-year sales strategy and growth programme to drive the registration, renewal, and retention of .RW domain names among individuals, businesses operating in Rwanda, institutions, and the diaspora.

This engagement is intended to complement RICTA's parallel public relations and communications campaign by converting awareness and demand into actual registrations through direct sales, channel/registrar enablement, and institutional account management.

This document outlines the background, rationale, scope of work, submission requirements, evaluation process, and key dates for this procurement. Interested agencies are invited to submit a written proposal in accordance with the instructions in Section 9. RICTA reserves the right to amend, withdraw, or reissue this RFP at any time, and to award a contract in whole, in part, or not at all, at its sole discretion.

## 2. About RICTA and the .RW Namespace

### 2.1 About RICTA

RICTA was formed in 2005 as a not-for-profit organization representing the interests of Rwanda's internet community. In 2011, RURA formally mandated RICTA to manage Rwanda's ccTLD and all matters relating to the .rw namespace.

### 2.2 National Digital Context

This engagement sits within Rwanda's broader digital transformation agenda, including Vision 2050, the second National Strategy for Transformation (NST2, 2024-2029), and the second Smart Rwanda Master Plan (SRMP II, 2024-2029), led by the Ministry of ICT and Innovation (MINICT). A strong, widely adopted national domain supports digital sovereignty, trust in Rwandan online businesses and services, and the country's ambitions to become a knowledge-based, digitally enabled economy.

## 3. Rationale for a Three-Year Sales Strategy

Despite Rwanda's rapid digital and economic growth, adoption of the national domain remains below its potential relative to the size of the registered business base and the growing online population. Awareness alone does not convert prospects into registered domain holders: many businesses, institutions, and individuals who are aware of .RW still need direct engagement through sales outreach, guided onboarding, and account management to complete registration and to renew year after year.

Converting demand into sustained registrations at scale requires a structured, multi-year sales effort rather than ad hoc promotional pushes. A three-year sales and growth strategy allows RICTA and its agency partner to build a sales pipeline and CRM discipline, expand and energize the registrar distribution network, secure institutional and bulk adoption, and progressively improve conversion and renewal rates against clear, data-informed targets.

## 4. Objectives

RICTA is seeking an Agency partner to help it achieve the following objectives over the three-year term:

1. Significantly increase new .RW domain registrations and improve the renewal/retention rate of existing registrants through direct sales engagement.
2. Build and manage a structured sales pipeline that converts leads and awareness generated by RICTA's marketing and communications efforts into completed registrations.
3. Drive institutional and bulk adoption of .RW among corporates, businesses, academic institutions, and non-profits through targeted account management.
4. Strengthen and grow the .RW registrar network through registrar sales enablement, training, and incentive programmes.
5. Support RICTA's broader mandate to strengthen Rwanda's digital identity and sovereignty, in alignment with national digital transformation agendas (Vision 2050, NST2, SRMP II).
6. Establish a robust, data-informed sales performance and CRM framework with clear year-on-year targets and a culture of continuous conversion optimization.

## 5. Scope of Work

The selected agency shall deliver end-to-end sales services across the following areas:

### 5.1 Sales Strategy and Planning

- Develop a comprehensive three-year sales strategy and growth plan for .RW domain registrations.
- Define market segments, sales channels, conversion targets, and annual sales plans.
- Develop a sales pipeline and lead-conversion framework aligned with RICTA's marketing and PR campaigns.
- Produce annual sales implementation plans, territory/segment plans, and sales calendars.

### 5.2 Direct Sales and Business Development

- Conduct direct outreach (telesales, field sales, digital sales) to convert prospects into registered .RW domain holders.
- Develop and execute targeted sales campaigns for SMEs, entrepreneurs, corporates, and individuals.
- Build and manage a sales pipeline using CRM tools, tracking leads from initial contact through to completed registration.
- Coordinate with RICTA's communications partner to ensure smooth handover of marketing-generated leads into the sales funnel.

### 5.3 Institutional and Bulk Account Management

- Develop and manage relationships with academic institutions (.ac.rw), non-profits (.org.rw), and large corporates(co.rw) for bulk or portfolio domain registration.

- Negotiate and manage bulk registration agreements and onboarding processes.
- Provide dedicated account management for high-value institutional clients throughout the contract term.

#### **5.4 Registrar Sales Enablement and Channel Development**

- Develop and execute registrar sales-enablement programmes, including training, sales toolkits, and incentive structures.
- Support the recruitment and onboarding of new registrars to expand the distribution network.
- Design and support registrar-led sales campaigns and co-selling initiatives.
- Monitor registrar sales performance and provide coaching and support to underperforming registrars.

#### **5.5 Telesales and Call Centre Operations**

- Establish and manage telesales/call centre operations to handle inbound enquiries and outbound prospecting.
- Develop scripts, FAQs, and objection-handling materials for sales agents.
- Manage lead qualification, follow-up, and conversion tracking.

#### **5.6 Field Sales and Activation Support**

- Plan and execute field sales activities, including roadshows, university outreach, SME engagement forums, and community activations, in coordination with RICTA's events and communications partners.
- Conduct on-the-ground registration drives and on-site sign-up support at priority events and locations.

#### **5.7 Renewal and Retention Sales**

- Develop and execute renewal sales campaigns, including proactive outreach to registrants nearing expiry.
- Design reactivation campaigns targeting lapsed or inactive domain holders.
- Implement loyalty and incentive programmes to encourage multi-year renewals.

#### **5.8 Sales Performance Management and Reporting**

- Establish a CRM and sales performance dashboard tracking leads, conversions, registrations, renewals, and registrar performance.
- Provide monthly, quarterly, and annual sales performance reports to RICTA.
- Conduct regular sales forecasting and pipeline reviews with RICTA leadership.

### **6. Deliverables**

The agency shall deliver, at minimum:

- Three-Year Sales Strategy and Growth Plan.
- Annual Sales and Business Development Plans.
- Sales Pipeline and CRM Framework.
- Registrar Sales Enablement Programme and Toolkit.

- Institutional and Bulk Account Management Plan.
- Telesales Operating Procedures and Scripts.
- Field Sales and Activation Plans.
- Renewal and Retention Sales Programme.
- Monthly, Quarterly, and Annual Sales Performance Reports.
- Sales Forecasting and Target-Setting Framework.

## 7. Expected Outcomes

By the end of the engagement, the programme should contribute to:

- Sustained growth in new .RW domain registrations driven by direct sales effort.
- Improved renewal and retention rates.
- An expanded and better-performing registrar network.
- Increased institutional and bulk adoption of .RW.
- A stronger sales pipeline and improved conversion of marketing-generated leads.
- Data-driven sales decision-making supported by measurable performance indicators.
- Greater contribution of .RW to Rwanda's digital transformation and digital sovereignty agenda.

## 8. Qualifications and Experience

The Agency shall demonstrate the technical capacity, experience, and resources necessary to successfully design and implement a multi-year sales programme aimed at increasing registration, adoption, and retention of .RW domain names.

- Be a legally registered sales, business development, or commercial/marketing services firm.
- At least five (5) years of experience in direct sales, business development, or channel/distribution sales.
- Proven experience managing large-scale sales campaigns or sales teams at national or regional level.
- Experience in B2B sales, institutional account management, and channel/partner sales enablement.
- Experience with CRM systems and sales performance management and reporting tools.
- Proven experience in telesales or call centre operations.
- Proven experience organizing field sales activities, roadshows, and sales activations.
- Experience in domain name, technology, telecommunications, or subscription-based sales is preferred but not mandatory.

## 9. Submission Requirements

Interested firms shall submit both a Technical Proposal and a Financial Proposal in two sealed envelopes (or as separate electronic files, as instructed by RICTA), as follows:

## 9.1 Technical Proposal

- Company profile and legal registration documents.
- Demonstrated understanding of the assignment.
- Proposed sales methodology and approach.
- Work plan and implementation schedule.
- Three-year .RW sales growth strategy.
- Team composition and CVs of key personnel.
- Relevant experience and references.
- Monitoring, evaluation, and sales performance (CRM) reporting framework.

## 9.2 Financial Proposal

- Detailed budget breakdown by activity and year.
- Professional fees, commission structures (if applicable), telesales operations costs, and field activation costs.
- Any additional or contingency costs clearly itemised.

Submit proposals to: [infodesk@ricta.org.rw](mailto:infodesk@ricta.org.rw), by 22/07/2026.

## 10. Evaluation Criteria

Proposals will be evaluated by a review panel against the weighted criteria below:

Evaluation Criterion	Weight
Understanding of the assignment and strategic context	20%
Quality of proposed sales methodology and approach	15%
Three-year .RW sales growth strategy and innovation	15%
Relevant corporate experience and past performance	10%
Qualifications and experience of proposed team	10%
Monitoring, evaluation, and sales performance (CRM) framework	5%
Registrar sales enablement and channel development approach	5%
Financial proposal	20%
<b>Total</b>	<b>100%</b>

## 11. General Terms and Conditions

- This RFP does not constitute an offer or a binding commitment by RICTA to award a contract.
- All costs incurred by bidders in preparing and submitting a proposal are the sole responsibility of the bidder.
- Information shared as part of this RFP is confidential and may not be disclosed to third parties without written consent.
- RICTA reserves the right to request additional information, conduct reference checks, or invite revised proposals before making a final decision.
- The selected Agency will be required to sign a master services agreement and, where applicable, a non-disclosure agreement and conflict-of-interest declaration prior to commencement of work.

## 12. Contact Information

For all questions regarding this RFP, please contact:

- Organization: Rwanda Internet Community and Technology Alliance (RICTA)
- Address: KG 544 St, Kacyiru, Kigali, Rwanda
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*Thank you for your interest in partnering with RICTA to strengthen Rwanda's digital identity.*