

Tender benchmarking services

Competitions for legal projects, panel appointments, and desirable clients are now pivotal to success for most law firms and other professional services providers.

Just as your prosperity depends in developing, displaying and sustaining competitive advantage, so our success is founded on increasing competitive capability of our professional service firms, most especially in business development. We have an [impressive track record](#).

If you aren't winning all the tenders and proposals you should, we can help by independently reviewing your bids, successful and unsuccessful.

Our services are bespoke and delivered in response to the needs you articulate and the areas we discern as likely to deliver the best outcomes for you.

We can expertly evaluate your proposals in terms of:

- key messages, impact, and how effectively you're selling
- articulation of your value propositions and service differentiators
- presentation of your team, their credentials and evidence of capabilities
- pricing - structure, quantum, alignment with client drivers, and competitiveness
- how effectively you're explaining and leveraging your information technology, quality systems, and infrastructure
- conflicts of interest and framing of your risk management strategies
- whether expensive value added services are enhancing your offer
- compliance and process savvy
- production values, format and presentation
- positioning you as the right fit and the best choice
- recommendations for high impact presentation of your key sales messages.

Fixed fee service

For an agreed fixed fee, your firm will receive:

- analysis of RFT documentation and a small selection (say two, three, or four) of tenders both successful and unsuccessful
- telephone conference support to obtain background on the tenders you select
- evaluation and benchmarking of your tenders
- a pithy bullet point summary report including both general and specific recommendations for improvement
- informal 90 to 120 minute workshop session with your key personnel, including marketers, to present findings and recommendations for improvement
- resources and sample materials to assist you in implementing international best practice.

If your firm has people, capabilities, and services which aren't being sold as effectively and often as they should, then enlist our support for substantially better results.

To arrange a tender review for your firm, call us on +61 2 9968 4168 or email julianmidwinter@julianmidwinter.com.au

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