

## Tender building blocks

Competitive tenders, proposals, capability presentations, and submissions are a commercial reality for most professional services firms. They are stressful, involve tight timeframes, and often result in much replicated effort. Well conceived strategies plus some effective preparations and a clear process can help your firm make the most of each bid and increase your win rate.

While each tender is unique, many common elements - building blocks - can be developed in advance to smooth the process. Creating first-rate tender building blocks will ensure you are thoroughly prepared for your next tender. It means that once a competition is in train, your team will have time to focus on demonstrating understanding and right fit for each client.

Julian Midwinter & Associates has an [impressive track record](#) of successful submissions. We can help you achieve better win rates with tools, examples, and clear process maps to develop a well-defined process and ready building blocks for simple tailoring on each occasion.

We advise on those core elements which will be most effective in your target markets. Julian Midwinter & Associates expertly advises and helps you to produce credible, compelling, and interesting:

- professional profiles
- flowcharts of key processes
- case studies and success stories highlighting core expertise
- tender-ready policies and evidence of your standards
- client service credentials
- capabilities material
- case and project lists
- strong, focused references
- value added services material
- a plethora of other resources which prove invaluable at tender time.

Workshops will also deliver skills development for your key personnel and substantially improve your tender capabilities.

Our follow up tender support service ensures skills transfer and creation of great tenders which become examples of how to structure and present future bids.

The tender building blocks service means you are well prepared to deliver a high-quality submission for must win work.

If your tender preparedness or process can use some help, please get in touch.

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