

## Tender and proposal strategy and support

Tenders, proposals, and pitching for work are an everyday competitive reality in professional services. To secure new clients or continue valuable relationships with established clients, effective tendering is now essential for many law firms.

Julian Midwinter & Associates has a [wealth of experience](#) strategising and writing winning tenders and proposals. We have developed a suite of services to help clients achieve optimal results at each stage in the tendering process.

Prior to tendering our expert consultants will:

- work with you to critically evaluate the strategic position of your firm in relation to any particular bid, pitch, or tender
- help you to understand your positioning apropos competitors in this market segment
- assess with you the strengths weaknesses of what you can offer
- advise you on the probability of winning the business if you proceed
- formulate recommendations to maximise your probability of success

When the Request for Tender is received, Julian Midwinter & Associates will:

- identify the issues which need to be addressed
- list items requiring clarification from the prospective client
- allocate responsibilities for collecting data, assembling material, and preparing the response
- formulate an appropriate pricing strategy
- work with you to design and document appealing and effective work processes, service descriptions, and quality checks
- work closely with you to prepare your response, including substantial practical assistance where necessary
- incorporate persuasive sales messages
- proofread and improve expression, formatting, presentation, layout, cohesiveness, and the commercial attractiveness of your response
- manage (or execute) document production process
- ensure timely delivery.

After the tender process, we will:

- identify areas for improvement prior to next bid to pitch
- work with you to integrate the new work methods into the practice
- recommend a client care regime for your newly-acquired client.

Our consultants can also ably assist with:

- improving chances of receiving an invitation to bid
- raising profile with key clients prior to your next tender process
- preparing key personnel for interview

Whether your firm needs high level strategic advice only, or full hands-on support for each step of the process, our consultants are highly experienced and ready to assist. Our service is tailored to suit each client's budget and capacity.

To ensure your next tender is a winning bid, call us on +61 2 9968 4168 or email [julianmidwinter@julianmidwinter.com.au](mailto:julianmidwinter@julianmidwinter.com.au)

[www.julianmidwinter.com.au](http://www.julianmidwinter.com.au)

Tel +61 2 9968 4168  
Fax +61 2 9960 4480

Suite 16 357 Military Road  
Mosman NSW 2088  
Australia

Email [julianmidwinter@julianmidwinter.com.au](mailto:julianmidwinter@julianmidwinter.com.au)