

Tender and proposal masterclass

Tenders, proposals, and pitches are vital components of effective business development in the business to business space. Retaining clients and securing new fee sources through competitive selection processes is now pivotal to success of many professional services firms.

Julian Midwinter & Associates has worked on hundreds of successful tenders for professional services firms, so we know what works, and what doesn't, when it comes to tenders and proposals. Our success rate runs at around 92% year on year and some years it reaches the perfect 100% score.

We have developed proven techniques which help improve tender process and produce more sophisticated responses which sell. For a fixed fee, Julian Midwinter & Associates can help with a customised full day or half day masterclass to demonstrate best practice techniques and to improve your tender success rate.

Tailored to suit your firm, this masterclass will hone your tendering skills to take your submissions to the next level. We will focus on:

- client's perspective
- responding to competitive realities
- making creative and robust sales arguments
- putting your value proposition
- how to put your case strongly and still comply
- crafting and communicating messages which resonate with evaluators
- distinguishing your bid from other contenders
- how to structure appealing and sensible pricing options
- building your internal tendering capability
- taking your tenders to a new level to win profitable business.

Optional pre-workshop benchmarking

For best results, JMA offers a pre-workshop consulting service to benchmark your capabilities and provide tangible feedback on your current approaches. This service spans:

- analysis of a small selection of recent submissions, both successful and unsuccessful
- JMA expert evaluation and benchmarking of tender responses
- bullet point summary report including both general and specific recommendations for improvement in all key areas
- specific commentary on your competitive positioning and pricing
- recommendations for high impact presentation of your key sales messages
- our findings and recommendations become a component of the masterclass - that is, your workshop will include specific skills development and training tailored to build your capabilities from the starting point of your current material
- references, resources, techniques, and tools to assist you next time.

If you are ready to take your firm's submissions to the next level, achieve best practice in tendering, and win more work please get in touch.

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

ACN 002 118 818