

Workshop - bidding to win

Clear judgement calls on whether to bid, well conceived proposal strategy, plus creative and interesting techniques to sell your credentials can result in enviable success rates and produce profitable business with first-rate clients.

Julian Midwinter & Associates offers customised workshops to help substantially improve:

- understanding of tender processes and how to compete effectively
- preparedness for future tenders
- processes to assemble and present your credentials
- how you make your case
- techniques to give your tenders the winning edge.

All our workshops are bespoke and can be tailored to two half-day sessions or abbreviated according to your requirements. For best results, JMA offers a pre-workshop consulting and benchmarking service to best understand your capabilities and provide some tangible feedback on your current status.

Workshop I - Preparing to bid

Early preparation reduces the stress and pressure at tender time. This workshop focuses on how to effectively prepare for that next crucial tender. The workshop covers:

- benchmarking your performance (based on analysis of the bids)
- how to create the building blocks for successful tenders and proposals
- tender templates - components of successful bids
- investing in tender readiness - what to do ahead of release of the RFT.

Workshop II - Bidding to win

This step by step workshop takes you through each component of a successful tender and delineates how to best write your next tender to send the right message. It steps through:

- analysing the RFT
- mandatory requirements and rules of the game
- preparing a framework for the response
- choosing the team
- key elements of winning bids
- effective presentation and sales techniques
- presenting right-fit policies and culture
- writing clear, succinct, persuasive answers to questions
- fees - presenting price, alternate fee structures, and alignment with client interests.

Throughout sessions, we aim to:

- ensure you are better positioned for future wins
- recommend useful collateral and building blocks for re-use
- show you how to inject strong sales messages
- transfer practical approaches and skills to your people.

If you think your firm can benefit from expert help to refine your tender process, please get in touch to increase your win rate.

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