



## Tender, bid & proposal bid-or-no-bid session

Legal and other professional services firms frequently use competitive tenders and proposals as a mechanism to develop business with new clients or continue relationships with existing clients.

The potential upside of a winning bid can seem attractive – after all who doesn't want to generate more revenue? But does your firm properly evaluate your chances, the risks and real costs before committing substantial time and resources into pursuing a bid? Or does your firm have Partners who get swept up in “competitive arousal”?

“Competitive arousal” is what we call the costly mistakes can be made in an adrenaline-induced state during the heat of competition. It can be helpful - competitive arousal can motivate firms to focus and produce their best work in order to win.

But it can also be debilitating, especially over the long-term when you bid on too many “losers”. Decision makers can become fixated on putting in a bid at all costs, and errors, miscalculations, and rational thinking can go out the door.

JMA can help you make better bid decisions with our bid-or-no-bid service.

### *Independently facilitated bid-or-no-bid session*

JMA's consultants will work with your team through our ultimate bid questionnaire to rationally consider whether a current or upcoming bid opportunity is the right move for your firm to invest in.

Specifically, we can help you critically:

- evaluate the strategic position of your firm in relation to any particular bid, pitch, or tender
- understand your positioning apropos competitors in this market segment
- analyse the strengths and weaknesses of your offering
- assess your probability of winning the piece of work, if you proceed
- formulate initial strategies to maximise your probability of success
- work out the resources you'll need to successfully bid.

JMA's consultants are prepared to make judgment calls: we put forward strong recommendations to stop firms squandering scarce resources on longshot bids without first understanding their objective, the bid process, as well as the likelihood of success.

It's another reason our win rate consistently runs at 80% (and higher in some areas) - we are good at picking winners.

Start winning more tenders, bids and proposals today with an objective facilitated decision-making session. *Get in touch to learn more, or book a bid-or-no-bid session with one of our consultants:*

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