



TENDER BENCHMARKING SERVICE OVERVIEW

Competitions for large projects, panel appointments, and desirable clients are now pivotal to success for most law firms and other professional services providers.

Just as your prosperity depends in developing, displaying and sustaining competitive advantage, so our success is founded on increasing competitive capability of our professional service firms, most especially in business development.

If you aren't winning all the tenders and proposals you should, we can help by independently reviewing your bids, successful and unsuccessful.

JMA can expertly evaluate your tenders and proposals in terms of:

- key messages, impact, and how effectively you're selling
- articulation of your value propositions and service differentiators
- presentation of your products, solutions, team, their credentials and evidence of capabilities
- pricing - structure, quantum, alignment with client drivers, and competitiveness
- how effectively you're explaining and leveraging your information technology, quality systems, and infrastructure
- framing of your risk management strategies
- whether expensive value added services are enhancing your offer
- compliance and process savvy
- production values, format and presentation
- positioning you as the right fit and the best choice
- recommendations for high impact presentation of your key sales messages.

Inclusions

Depending on what we all agree typically these projects include:

- analysis of RFT documentation and a small selection (say two, or three) of tenders both successful and unsuccessful
- telephone conference support to obtain background on the tenders you select
- evaluation and benchmarking of your tenders
- a report including both general and specific recommendations for improvement with resources and sample materials to assist you in implementing international best practice
- a workshop with your key personnel, including marketers and subject matter experts, to present findings and recommendations for improvement.

All JMA services are bespoke and delivered in response to the needs you articulate and the areas we discern as likely to deliver the best outcomes for you.

[Get in touch to find out more about how we can help you improve your win rate.](#)

