



## TENDER, BID AND PROPOSAL READINESS - BUILDING BLOCKS

Competitive tenders, proposals, capability statements, and other pitches for business are a commercial reality for most professional services firms. They are stressful, involve tight timeframes, and often result in much replicated effort. Well-conceived strategies plus some effective preparations and a clear process can help your firm make the most of each bid and increase your win rate.

While each tender is unique, many common elements - building blocks - can be developed in advance to smooth the process.

Creating first-rate tender building blocks relevant to your services and the clients you seek to win will ensure you are thoroughly prepared for your next tender. It means that once a competition is in train, your team will have time to focus on demonstrating understanding and right fit for each client.

Julian Midwinter & Associates has an impressive track record of successful submissions. We can help you achieve better win rates with tools, examples, and clear process maps to develop a well-defined process and ready building blocks for simple tailoring on each occasion.

### *How JMA can help*

JMA can identify and advise on core elements that will be most effective in your target markets and then help you produce credible, compelling, and interesting:

- Word and PowerPoint templates
- infographics, diagrams and flowcharts of key processes
- resonant case studies and success stories highlighting core expertise
- tender-ready policies and evidence of your standards
- client service credentials and service descriptions
- professional profiles or CVs
- deal, case and project lists
- strong, focused references from satisfied clients
- appealing value added services offerings
- a plethora of other resources which prove invaluable at tender time.

*Get in touch and find out how we can help your firm get on the front foot and tender ready!*

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