



Strategic advice, project management & practical support for tenders, bids & proposals

Whether you're new to tendering, or simply short on resources JMA can assist your professional services firm with a mixture of strategic and practical support to produce a competitive proposal.

Strategic advice

At a strategic advisory level, we can:

- analyse vendor requirements and decipher selection criteria
- identify gaps, weakness and issues to be addressed in your offering
- define key messages and articulate your value proposition and service differentiators to ensure you're selling effectively
- facilitate your critical thinking on appropriate pricing, including structures, discounts, alignment with client drivers and competitiveness
- work with you to devise clever alternative service models and alternative proposals
- develop relevant and appealing value-added services for you to offer.

Practical support

JMA provides substantial practical assistance either on-site or remotely, including:

- creating a project plan to keep your bid, and contributors, on track
- allocating responsibilities for data and evidence collection, assembling material and preparing responses
- reviewing your past bids for relevant material to be re-cast for this opportunity
- preparing first drafts, or drafting responses to specific questions
- editing and proofing your drafts to improve persuasiveness and impact
- designing, describing, and documenting work processes, service descriptions and quality checks
- preparing professional profiles or CVs for key personnel
- compliance checking, proofing and quality assuring final drafts to improve expression, formatting, presentation, layout, cohesiveness and the overall commercial attractiveness of your response
- managing (or executing) the document print production to ensure timely delivery.

Get in touch to learn more, or to book us to assist with your next tender, bid or proposal:

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