



## Tender, bid & proposal coaching for shortlist interviews (aka beauty parades)

Congratulations! If your bid or proposal has done the job, you may find yourself with the happy problem of having to prepare for a tender shortlisting interview, clarification session or even a negotiation session. Also known as “beauty parades”, such interviews are *de rigueur* in many procurement processes, competitive or otherwise.

Performing well is key, because in hotly contested competitions what you say in person can matter just as much as what you’ve written in your bid. And *how* you say it matters just as much.

What if you’re not a natural “performer”? JMA can help. In our experience, performing well at a panel interview or other competitive selection forum is within the capabilities of any professional. The secret to success lies in proper preparation.

### *Coaching services for tender, bid & proposal shortlist interviews*

JMA will help you position yourself (and your team) as the right fit and the best choice by:

- identifying your key messages, their impact, and how effectively they’re selling your offer
- working through your value proposition and service differentiators
- guiding you on the types of pricing and commercial queries evaluators may raise around structure, quantum, alignment with client drivers, and competitiveness of your offer
- helping you effectively explain the benefits of the information technology, quality systems, or innovations your firm offers
- guiding you and your team through rehearsal sessions, using role-play to get you comfortable with handling evaluators’ questions
- providing you with scripts and practise questionnaires to work through independently
- assisting with high impact visual presentation aids (including handouts, infographics and PowerPoint slide decks).

With the right preparation, you’ll have the evaluators remembering you and your team for all the right reasons.

Let JMA help you pitch it perfectly, and inspire your client to join you on the path to a better future together.

*Get in touch to learn more, or to book a coaching session with one of our consultants:*

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