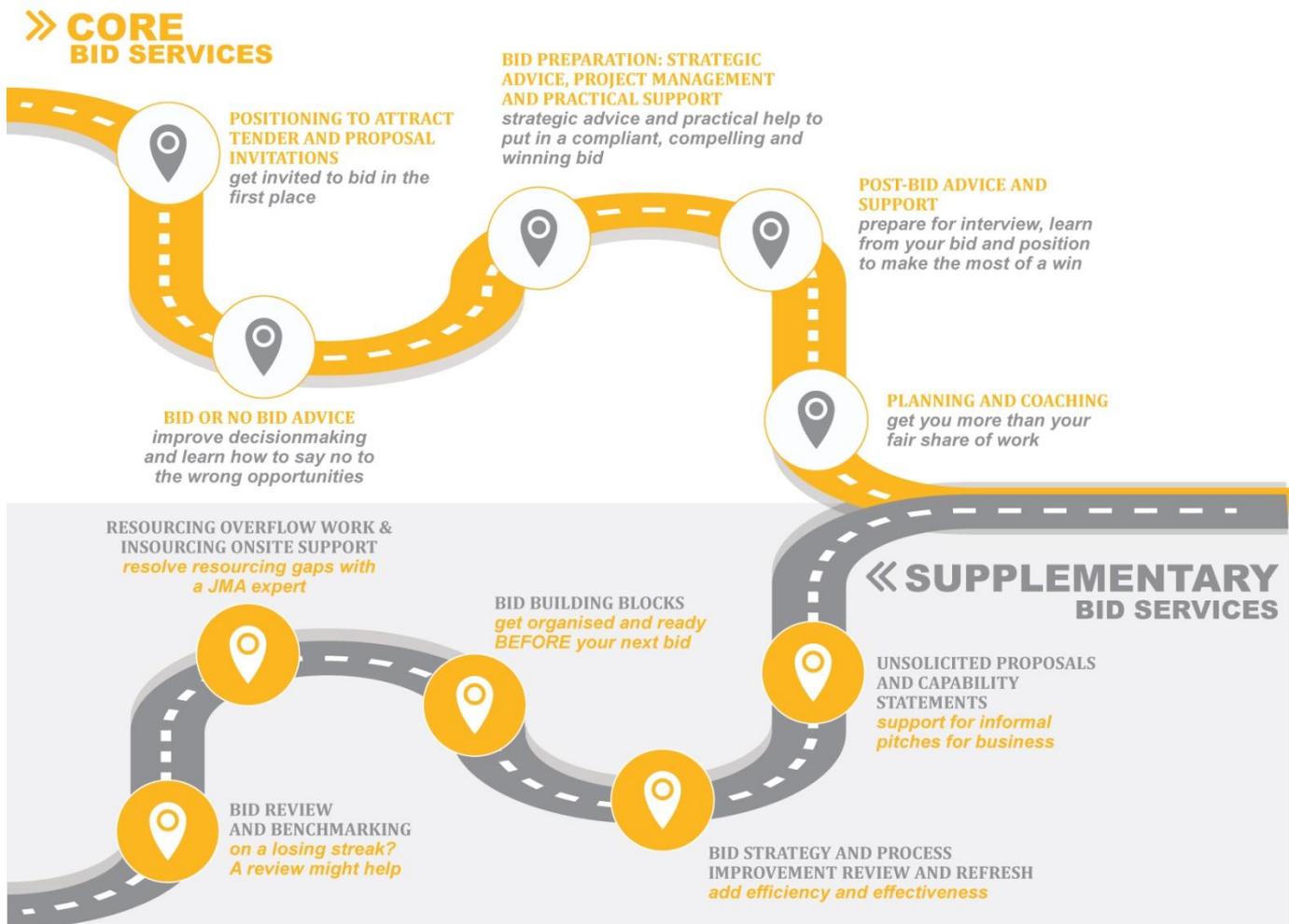




TENDER, BID & PROPOSAL SERVICES

Julian Midwinter & Associates tender, bid, and proposal services are tailored to suit each client's budget and in-house capacity. Be it hand holding for a first time tenderer, boosting an experienced team's capacity for a one-off major bid, or something in between. We're passionate about best practice directed and increasing your effectiveness and efficiency.

Whether it's an EoI, RFI, RFQ, RFT, RFP or other bid type, achieve optimal results at each stage of the process with Julian Midwinter & Associates support and advice.





CORE TENDER, BID & PROPOSAL SERVICES

Positioning to attract tender and proposal invitations

JMA can improve your chances of receiving an invitation to bid in the first place by helping you:

- identify the best and most likely candidates for your services
- build and leverage relationships with key stakeholders at prospective clients
- raise your profile with key clients and prospective clients prior to their next competitive procurement selection process
- research the market and maintain a watching brief.

Bid-or-no-bid advice

Many firms lack discipline and critical thinking around qualifying bid opportunities. We'll work with you to critically evaluate the strategic position of your firm in relation to any particular bid, pitch, or tender by:

- reviewing the bid request requirements
- helping you understand your positioning against competitors in your market segment
- assessing the strengths, differentiators and weaknesses of what you can offer
- advising you on the probability of winning the business, if you proceed
- formulating practical recommendations to maximise your chances of success.

Very often a bid or no bid JMA session will help crystallise your thinking, and save you time, money and angst on opportunities that can be spent better elsewhere.

Bid preparation: strategic advice, project management & practical support

Once a bid is released and underway, JMA can assist with a mixture of strategic and practical support.

At a strategic advisory level we can:

- talk you through the vendor's requirements, selection criteria and their meaning
- identify and flag 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 and guide your critical thinking on appropriate pricing strategy, including structures, discounts, alignment with client drivers and competitiveness
- work with you to devise clever alternative service models
- develop relevant and appealing value added services for you to offer.

Can't you just write the whole thing for me?

Sure, where necessary and your budget allows, JMA provides substantial practical bid assistance, including:

- identifying and listing items requiring clarification from the vendor
- creating a project plan to keep your bid, and contributors, on track
- allocating responsibilities for collecting data and evidence, assembling material and preparing the response





- reviewing and mining your past tenders, bids and proposals for material to be re-cast for this particular opportunity
- preparing full first drafts, or drafting responses to specific questions
- editing and proofing your drafts to improve persuasiveness and impact
- designing, describing, and documenting appealing and effective work processes, service descriptions and quality checks
- improving the presentation of your team by preparing professional profiles or CVs for key personnel
- compliance checking, proofreading and quality assuring the final draft 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
- transferring practical skills to you.

Post-bid advice and support for shortlisting and negotiations

Following submission, we can help you evaluate and leverage your work by:

- coaching key team members to successfully deal with shortlisting interviews or “beauty parades”
- assisting with vendor de-briefing sessions (win or lose) by providing you with questionnaire frameworks
- structuring internal team debriefs to distil the lessons learned and identify areas for improvement prior to your next bid
- identifying a library of core content based on your bid that you can reuse in future tenders and other business development documents and marketing collateral.

Planning and coaching to get you more than your fair share of work

Because so many corporate and government clients appoint multiple firms to provide their professional services, winning a place on a formal “panel” is only a preliminary to getting the work you really want.

When multi-provider appointments are informal, it’s even more important to drive work flow in your direction.

JMA can help your team out-shine and out-compete the competition post tender with:

- developing a relationship leverage plan and client care regime for your newly-acquired or retained client
- team workshops on how to cross-sell to equip your team with the skills to effectively and comfortably cross-sell your services
- one-on-one coaching and mentoring for senior team members who need upskilling or a refresher on best practice relationship management basics
- helping you integrate any new work methods, reporting and billing requirements into your firm
- advice and practical support to help your firm deliver on the promised value added services.





SUPPLEMENTARY TENDER, BID & PROPOSAL SERVICES

Unsolicited proposals and capability statements

For informal or unsolicited proposals, credentials and capability documents JMA can help your firm stand out with and clinch that client.

While a capability statement alone won't necessarily win you work, practitioners who provide complex services sometimes need a "tangible" to take along or leave behind with a client or prospective client.

Our positioning, scoping and articulation of your services and experience, combined with fresh design and compelling copywriting, can take your presentation to a new level and back up your professionals in the field with credible and sophisticated sales materials.

Bid building blocks

Bids are stressful, involve tight time frames and often result in much replicated effort. Well-conceived strategies, plus effective preparation and a clear process can help your firm work more effectively and increase your win rate.

JMA will get your firm bid-ready with tools, examples, clear process maps and ready building blocks for simple tailoring on each occasion.

While each tender, bid and proposal is unique, many common elements – building blocks – can be developed in advance. This means that once a bid is underway, your team is freed up to focus on demonstrating understanding and right fit for the client.

Bid review and benchmarking

On a losing streak? Or do you need to reality check the standard of your tenders, bids and proposals against contemporary best practice?

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

A round table on your recent tender experience, facilitated by Julian Midwinter & Associates, may be beneficial: put your successes and disappointments in context, identify lessons-learned, and take aboard our strategic insights to improve for next time.

Bid strategy and process improvement review and refresh

Is your firm's bidding capability best described as "chaotic" and is your team on an endless treadmill of preparing tenders with zero chance of success?

JMA can help stop the wasted effort with a bid strategy and process improvement review that will inject efficiency and effectiveness into your efforts.

Our work delivers on the strategic side (your effectiveness and behaviours) and on practical imperatives (your efficiency, processes and templates) enabling your team to have better conversations, make better decisions and produce more winners.

JMA plans for our own obsolescence by offering mentoring along the way to empower your own teams to deliver against best practice tender, bid & proposals.





Resourcing overflow work and insourcing onsite support

JMA can provide experienced bid writers, managers and strategists to provide interim bid relief through secondments to manage your tender, bid and proposal function. Be it for one large bet-the-business bid, or a series of bids that will impact your core team's day to day work, JMA can support you.

For secondments we will travel and work with you onsite, though most clients find that our remote delivery and clear processes is the boost they need, just as effective (and less costly).

Whilst we're working with you we will focus on improving your processes and transferring skills to less experienced team members.

Depending on workload under our direction your team can often do most of the heavy lifting with the benefit of JMA bid management, quality assurance and creativity. At the end of the secondment a brief management assessment of performance and recommendations to deal with your future needs is provided.

Tell me more...

Whether your firm needs high level strategic advice only on a critical bid, full hands-on support for each step of a tender, an overhaul of your process or something in between, our team of consultants is highly experienced and ready to assist.

If winning bids is important to your firm's prosperity, whether to win new work or retain those hard-to-replace clients, JMA can be in your corner next time.

Get in touch and find out how more about how we can help you.

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