

# Make Every Bid Count

Responding to tenders, or writing a business pitch is a negotiation with only one party in the room

You not only have to present your case clearly, you also have to preempt the potential client's objections. Many people get bogged down with facts and figures and don't "sell the sizzle".

**"We are a large company..." "We offer a quality service..." "We have a good reputation..."**

In a crowded tender box all this says to the reader is that you are more concerned about yourself than them. At Mulga Partners we work with our clients on bids and tenders to craft statements that highlight your capabilities and at the same time offer a benefit to the purchaser. We can help you turn "We offer a quality service..." into "With a staff of 25 qualified technicians, we guarantee to be onsite within 60 minutes, which means you will be operational again quickly with minimal downtime."

## **Make us part of your bid team on your next submission**

We can help you with strategy, provide a roadmap for your response, or project manage the whole submission for you:

- The purchaser usually has a picture in their mind about the ideal tenderer. By analysing the tender request carefully, we'll build up a compelling picture of your organisation to reflect what the purchaser is looking for.
- We'll make sure your answers to questions demonstrate your understanding of the purchaser's requirements rather just being a collection of individual comments.
- Have you answered all required sections of the Tender Document? Are all components requiring a signature completed? Statutory Declaration signed? We'll use our detailed Submission Checklist to ensure you don't lose a Tender by failing to complete the required information.
- We'll also prepare (and write as required) a list of requested evidence to ensure you have the necessary proof for any claims you make.

Being first is not about having the largest sales volume, or the biggest budget – it's about standing out from the crowd and delivering on your promises – without fail!

***Call us today on 0477 033 777 for a no obligation discussion about how we can help you with your next submission.***



Branding



Direct Marketing



Point of Sale



Advertising