

Must-Do Tips No 20: Three Things They Hate About Tenderers

Listening to individuals who sit on the other side of the fence when it comes to pitches or tenders – as we did recently – can be a salutary experience. Despite all the personful efforts of Business Development, Marketing and external pitch advisers, it is saddening to hear how many basic errors are still committed by firms and their professionals. Errors that can make a mockery of all the time and effort that you put into a pitch. This month we select three of the worst pitch ‘gaffes’ and how to get them right.

Tip 1 - “please refer to our...”

“...web-site, corporate brochure, latest newsletter, yadayadaya”. As well as being lazy, this cuts no ice with professional buyers. And in the public sector, you will be screened out for not providing appropriate data that fits their assessment criteria. Advice? Don’t do it!

Tip 2 - we are the champions?

It was OK for Queen to warble this in front of thousands of concert-goers in the 80s, but it’s the kiss of death for your pitch if partner x declares blithely that you are “the best” in the document or presentation. Most pitch watchers are looking for relevant *evidence* of quality, not meaningless superlatives.

Tip 3 - ban the buskers

Occasionally, we all have to ‘wing it’. But those professionals involved in a pitch that may have been months in the gestation should have no need. But yet they do – and the awful results are often plain for all to see. Some of the worst offenders can be senior ‘figurehead’ professionals who, unprepared, are wheeled in to provide ‘gravitas’ at the presentation – but end up providing nothing more useful than gravy. Rehearse everything and have the strength to exclude anyone who isn’t relevant or prepared to put the time into polishing your pitch jewel.

People Scope provides consulting advice and training programmes for professional firms looking to hone their pitching performance. For more information just hit ‘Reply’ and type **Better Pitching and Tendering**.

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Best regards.

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