

Must-do Tips No 61 - The Cure for 'Tenderitis': Part 1

We have covered previously the lack of professionalism of some professionals when presented with formal tender or bid opportunities (issues 8 and 20 to be precise – both available to view on our web-site at www.peoplescope.com/must-do-tips.php). But with new business opportunities drying or dried up, many firms are now going for absolutely anything that moves – and wondering why they fail so frequently having expended so much time and effort. **This is the business disease called 'Tenderitis'.**

This month's issue offers some recommended cures for three of the main symptoms seen in the assessment and preparation of tender documents. More on the rest of the tender process will follow in Part 2.

We are also publishing **Business development in recession** – a series of six articles focused on the downturn and giving practical tips on how to survive it. These articles (there are five so far) are available free to download at www.peoplescope.com/articles.php.

Tip 1 – a big name means...

....sometimes being seduced by a large blue chip, Government department, famous brand etc., rather than concentrating on what is actually required by them – and whether the firm can realistically deliver on it. The lure of the big name means that serious opportunity evaluation can go out of the window; prospective clients are pursued without any thought as to whether the firm possess the right expertise, credentials, or sector knowledge.

Be brave and decline these opportunities if all or most of what justifies their pursuit is vanity.

Tip 2 – we know NOTHING

Most tendering firms are successful when they have a good to excellent knowledge and experience of the tendering client. So why do firms with NONE of this still insist on pursuing the opportunity and filling in Invitation To Tender (ITT) questionnaires with pure guesswork? For some, it is down to desperation; for others, it is more vanity; and for yet others, mere stupidity.

Don't let your firm be known as the desperate, vane idiot!

Tip 3 – garbage in, garbage out

Clients say that they want to hear a real 'voice' and a tangible personality when they read our tender documents. It's often the basis of how they select and decide.

What they will actually get most of the time is the exact opposite: sterile, boring and ineffective dross. Why? Because often partners and fee earners will not commit the time or resource to make a differentiated proposal document. So the tender is bounced around the firm and finally filled in, at the last minute, by inexperienced professionals or hard-pressed marketing staff.

Education on what clients want and the right carrots and sticks are needed to turn around these recidivists.

We work with professional firms to help cure their tendering ills. Email **Tendering cures** to me or call if you want to hear more. Of course, you could always go to our website at www.peoplescope.com.

We welcome feedback from you on what you think about "Must-Do Tips". If you like it hit 'Reply' and tell us specifically what you like. If there is a topic or issue that you would like us to cover, what is it? And if there's something that annoys, tell us too! We want to improve.

If you do not wish to receive "Must-Do Tips", press 'Reply' and type 'Unsubscribe' and we will do exactly that.

Best regards.

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