

## Must-do Tips No 62 – The Cure For ‘Tenderitis’: Part 2

So you have reached the pitch stage in a tender. In Part 1, we covered some of the major errors (the symptoms of ‘tenderitis’) made by professional firms in assessing and preparing their case. Now we offer up three of the biggest bloopers committed at the all-important presentation stage.

If you want to review Part 1’s pointers, just go to [www.peoplescope.com/must-do-tips.php](http://www.peoplescope.com/must-do-tips.php) where you can find this and a large selection of other issues that have been covered in the Must-do Tips cannon. We are also publishing Business development in recession – a series of six articles focused on the downturn and how to survive it. These articles are available free to download at [www.peoplescope.com/articles.php](http://www.peoplescope.com/articles.php).

### Tip 1 – elephants in the room

Our elephant is the presence at the pitch presentation that does not speak its name – and therefore is at least odd, if not a full-blown turn-off for the client. In fact, there can be two of these tusked types. First, the person (often but not always junior) who is in the team but who does not contribute at all and sometimes isn’t even introduced! The second occurs when firms do not put enough thought into who to front up, resulting in the wrong people being there, and the right people being left back at the office.

### Tip 2 – heard the one about....

... the partner who insists upon opening a pitch presentation with a joke – a joke that should have stayed in the pub – to an all-female panel? Funnily enough, his firm didn’t win anything. As a general rule, joke humour does not travel well – even across the mere width of an open plan office – so avoid it in a pitch, unless the potential perpetrator can guarantee that no-one could be offended.

### Tip 3 – embrace your vulnerabilities

Do not avoid the weaknesses in your pitch case: embrace them. Why? Because switched-on clients will identify them and certainly will not be avoiding them! Ask the pitch team what their three biggest worries are that might stop them winning – and then incorporate what you brainstorm with them into the prepared answers for your presentation.

We work with professional firms to help cure their tendering ills. Email Tendering cures to me or call if you want to know more.

Of course, you could always go to our website at [www.peoplescope.com](http://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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