

## 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 - there are five so far - 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 a 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 insisted on opening a pitch presentation with a joke - a joke that should have stayed in the pub - to an all-female panel? Funnily enough, the firm did not 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 hear more.**

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

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

Finally, if you do NOT wish to receive "Must-Do Tips", [unsubscribe]click here to unsubscribe[/unsubscribe]. Or press 'Reply' and type 'Unsubscribe': we will do exactly that.

Best regards.

JAMES NEWBERRY

**People Scope, 6 River Court, Chartham, Canterbury CT4 7JN, United Kingdom. Telephone: 01227 730411.**

This message contains information that may be privileged and confidential and is the property of People Scope. It is intended only for the person to whom it is addressed. If you are not that person, you are not authorised to read, print, retain, copy, disseminate, distribute, or use this message or any part thereof. If you receive this message in error, please notify the sender immediately and delete all copies of this message. Our computers are virus-protected on a regular and ongoing basis. We hope that you don't catch anything from us, but we can't accept any legal responsibility if you do.

**Copyright People Scope 2009**