

TENDER RESPONSE SERVICES

The right advice at the right time to dramatically increase your chances of winning



Increasing your government win rate

We understand that committing to a government bid is a substantial drain on your organisation's resources. Getting the right start will not only significantly increase your chances of success, but it will mitigate the effort, stress, and internal resource costs associated with responding to a tender.

Intermedium has deep public sector subject knowledge and provides specialist advisory services to support all stages of the tender response process.

Your organisation will benefit from our knowledge transfer while being assured that your tender response:

IS OF A CONSISTENTLY HIGH STANDARD THROUGHOUT

DEMONSTRATES A CLEAR UNDERSTANDING OF THE TENDERING AGENCY'S CORE OBJECTIVES

PROPOSES A COMPELLING SOLUTION THAT ADDRESSES BOTH THE AGENCY'S EXPLICIT AND IMPLICIT REQUIREMENTS



Intermedium's Tender Response Process



1. Market Intelligence

AGENCY PROFILING | VALUE PROPOSITION
COMPETITIVE DIFFERENTIATORS | EXECUTIVE SUMMARY



2. Response Development

STORYBOARD



3. Pre-submission Response Review

RED TEAM REVIEW | WRITTEN RESPONSE REVIEW | PRESENTATION REHEARSAL



4. Results Post-Mortem

FEEDBACK / TRANSLATION / POST RESPONSE REVIEW



1. Market Intelligence

Agency Profiling

Be a partner, not just another vendor.

Intermedium's in-depth research and ability to comprehensively profile the tendering agency provides you with an A-Z understanding of it and allows you to form a deep contextual background on which to draw for your tender response.

Executive Summary

First impressions matter. Create an impact that may make the difference between winning and losing in the only part of the tender response that the evaluation steering committee is likely to see.

Intermedium will help you develop an executive summary that convincingly demonstrates your understanding of the agency's key agency drivers – policy, core services and financial – and addresses their key buying questions and key value for money considerations.

Value Proposition

It's more than just technical and it's not about you. Avoid the trap of making the value proposition all about you and instead feel confident that your value proposition is all about them. Intermedium's holistic understanding of the agency's needs and how they are met by your solution will help you articulate a compelling value proposition that will resonate with evaluators.

Competitive Differentiators

Get the edge over the competition.

Your differentiation from other likely respondents should be based on an understanding of the agency's views on market offerings and solution trends rather than educated guess work. Intermedium will support you in developing response themes that help neutralise any advantage, or play up any weaknesses, of competitor solutions relative to the agency's needs.



2. Response Development

Storyboard

Stitch your pitch into something everyone can follow. A cohesive winning response that requires minimal rework calls for a 'response bible' to which all bid members must refer for the core value proposition, win themes and competitive differentiators

Intermedium's storyboard workshop, led by our public sector subject matter specialists, will ensure this bible is developed collaboratively by, and therefore gets the support of, all bid stakeholders.

Critically, an effective storyboard document, signed off by senior management will avoid any last minute repositioning of the bid response to accommodate management feedback.



3. Pre-submission Response Review

Red Team Review

Critical eye on the last mile. A final opportunity to "get it right" through an independent assessment of your response. Intermedium's public sector subject matter specialists will give your response 'tough love' to ensure it is of a quality to meet the demanding expectations of government evaluators and that the value propositions and win themes align with explicit and implicit agency requirements. We will ensure all key objectives are addressed, requirements are checked, key stakeholder concerns have been considered and all guidelines followed.

Written Response Review

Readability is as crucial as content. Let the focus of the agency's tender evaluation team remain on your content with a document that adheres to public sector tender language standards. Intermedium will provide far more than just an editing service as we understand the requirements, context and over-arching expectations associated with public sector tendering.

Presentation Rehearsal

Practice makes perfect. Sharpen your delivery through a “shark tank” critique of your presentation to guide messaging, content and adherence to the key positioning of your response. Based on career experience, Intermedium’s public sector subject matter specialists will role play as government evaluators and utilise standard reference criteria and agency-specific perspectives to coach your presenters to provide the best overview possible.



4. Results Post-Mortem

Feedback/Translation/ Post Response Review

Demystifying the results. Whether you win or lose, get a better understanding of the deciding factors so that you can reflect them in any future responses. Intermedium will help you contextualise post response feedback from the tendering agency and the positioning of your response, and provide broader public sector and industry perspectives.

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