

Tender Development

Our Ethos

We believe that communication is most effective when it is delivered with honesty and integrity. We partner with our clients to ensure our communication strategies are best for their business and their customers.

Our Capabilities

Tender documents usually the first, and often the only, opportunity your organisation has to sell itself to your potential client. Yet successful tender documents don't just present your company's offering, they also contain marketing messages which hit your client's "hot spots". Miller & Miller Strategic Communications Consultants recognise that putting together a successful tender is more than simply writing responses to the schedules.

Message development

We will work closely with your bid team to:

- Identify your competition and analyse their strengths and weaknesses
- Identify your unique selling points
- Develop your key marketing messages.

This can be done using a number of tools, including competitor research and facilitated workshops.

Document development

Starting to write is often the most daunting part of the whole bid process. Miller & Miller Strategic Communications Consultants will manage the document development process by:

- Producing and – ensuring the bid team adheres to – a realistic schedule
- Coordinating your technical and non-technical contributions, and writing or rewriting the contributions as necessary to ensure your messages are clearly conveyed

- Writing your CVs to best highlight your team's strengths
- Editing the document to ensure exemplary grammar and spelling, while adhering to your corporate style.

Tender Presentation

Presentation can be overlooked in the last-minute rush to pull together a tender document, yet good presentation can make your document easily accessible. Miller & Miller will work with your team and designers (or we can use our own proven designers) to use good design practices to highlight your bid's messages and your unique selling points and sell your organisation and its abilities to your client.

We also offer:

- Public Relations
- Internal Communications
- Website Development
- Stakeholder Management
- Copywriting
- Publishing Project Management
- Editing Academic Papers
- Corporate Writing and Editing
- Production of Award Submissions.

Miller & Miller will ensure your tender has the best possible chance of succeeding.

Who are we?

Miller & Miller Strategic Communications Consultants is an all-round communications consultancy which specialises in helping you to reach your customers, clients or co-workers effectively using a variety of communication tools including reports, newsletters, publications, marketing, the media, websites and much more. We offer analysis of your current approach, practical guidance on how to improve your communications, and effective and professional implementation of an agreed strategy.

VERONICA MILLER

Veronica has over 10 years' experience as a journalist, editor and communications specialist in Australia and the UK. She has extensive tender experience and has written for Sinclair Knight Merz (SKM), John Holland and a number of consultancies and small businesses.