

Case studies

Using them to improve your tender or proposal

A technique which we find compelling is to include case studies in tenders and proposals. Case studies show your expertise in action, and increase the reality of your claims and offers.

Case studies, in this context, mean write-ups (in a journalistic or "article" style - between half page and two pages of individual cases or circumstances which demonstrate several of:

- Distinctive expertise
- Understanding of the client's industry
- Appreciation of the special requirements or preferences of your prospective client
- Outstandingly good results - for your prospective client or another player in the client's industry
- A unique or unconventional approach
- Interstate teaming and close working relationships between multiple offices or with other law firms in other states
- Special vigilance in the interests of your prospective client (or one of their competitors) which yielded surprising or unusually good results
- Noteworthy cases including competent handling of matters where your prospective client or one of their competitors stood to lose a significant amount
- "Landmark" matters in your prospective client's corporate memory or industry folklore - the ones where you performed well and they all said so!
- Reported decisions and matters which made a significant business impact on your prospective client and/or other players in the same market space

To effectively sell your firm's range of expertise, each practice area should be represented in the case studies.

A useful structure for case studies is:

- Issue
- Action
- Outcome

or:

- Situation
- Our approach
- Results

Alternatively, you could structure it as :

- The problem our client faced
- What we did about it
- Our results

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