



**STEP 05**

**Simplify the  
Complexity**

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## TELL YOUR STORY



What is your story? You need to tell it well, tell it through your tender and proposal documents.

Once you enter the world of big business and Government purchasing, you very quickly discover that things are different. The days of landing a deal over a coffee and a handshake are probably gone for you, and you enter the realm of formal tender documents and proposals.

Everything you have put in place in the Small Company, Big Business Program up to this point has helped you to craft your compelling story – to completely meet your client needs. In this final step we walk you through: capability statements; understanding tenders; where to find tenders; how to prepare tender documents; expressing your value proposition; and business networking.

**CONNECTING SMALL  
BUSINESS TO BIG  
BUSINESS**



**5-STEP PROGRAM**

