



JDA LAMMIN ARCHITECTS

Building better proposals

Value at a glance

- Client-focussed proposals
- Value messages to help close the deal
- Creating connections that win business

DESIGNING FOR BAYSIDE

JDA Lammin is a Melbourne-based architectural studio focusing on new and extended residential designs in the picturesque Bayside area of Melbourne. Director and architect Harriet Lammin approaches every project with a blend of creativity, commercial reality and accountability, creating unique, bespoke buildings. She collaborates closely with her clients to create environments in which they can work and live with joy.

The Bayside clientele is savvy and they make themselves informed when sourcing the market for an architect. As competition is robust and tendering is commonplace, JDA Lammin know the importance of one shot at winning a new project.

ENGAGING CLIENTS AT THE FINAL STEP

Harriet appreciates that her proposals are the final step in the process of successfully winning a new client. But she felt that the documents she was creating were somewhat 'utilitarian'. They outlined her fees, processes and services and, though technically and commercially astute, there was scope for them to be a great deal more engaging for the customer. After all, the client was interested enough to ask her for a proposal, and she wanted to reciprocate by showing she was truly passionate about winning their project.

An architect-client relationship runs for months, sometimes over a year, so clear communication on a personal and professional perspective is imperative from the get-go. Harriet wanted to communicate more of herself, her expertise and her portfolio of past projects. She also wanted to articulate the client's issues and how she would address them, before highlighting the benefits from working with her.



Carol seemed to understand exactly what I needed and distil what I was trying to say. She was professional, but friendly and came back quickly with her own proposal to me.



Harriet needed to positively address technical aspects such as compliance, functionality and aesthetic elements, in a comprehensible, appealing and resonating way.

Above all, a new space can dramatically impact her clients' quality of life and Harriet wanted to ensure her proposals really communicated the changes she could bring to her clients' living and working environments

CLEAR, CONSISTENT PROPOSALS

Carol from Words2Win was quick to appreciate Harriet's needs and vision, before recommending a consistent process and quality format when preparing a proposal in response to a brief.

Carol provided Harriet with an effective and useable template for proposals. The template uses a structured approach, yet allows for individualisation of the document. It also takes into consideration the client's aspirations, requirements and outcomes in addition to an associated work and fee schedule. Carol's guidance also aided Harriet to convey herself and her service offering more personally.

Once this consistent template and content were finalised, Carol advised on how to make the document look more appealing and impactful.

A TEMPLATE FOR SUCCESS

"I had immediate success with the new proposal template, which makes me feel confident that my fees are en pointe and that I am effectively communicating how my value is going to improve someone's lifestyle," says Harriet.

Harriet enjoyed the experience and journey with her service-provider, Carol, something she too deems important with her own clients. Harriet is pleased she made the decision to engage Carol, because the time consuming process of writing a proposal is now more consistent, efficient and enjoyable. Harriet's proposals now provide a strong final impetus for prospective clients to decide to work with JDA Lammin.

