

Pitching to win



Adrian Brown Consulting



- 25 years of healthcare communications
- Communication training services since 2016
- Well versed in pitching for new business

The pitch process



What is pitching all about?



- Show our skills
- To give our client the answer
- Demonstrate talent
- Solve a problem
- Grow business
- To learn
- Improve client relations
- Provide our clients with solutions

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Commitment to pitching is key



- If you are not 100% committed to winning then don't pitch
- Professional sportspeople don't half heartedly try to win an Olympic medal

Solving the problem is not enough



- Clients want to see:
 - A cohesive team
 - Awareness and understanding of business needs
 - Shared ambition for their business goal
 - Value for money
 - A team who are enthusiastic, stimulating and fun

How do inferior competitors win?



- Doing the soft stuff superbly
- Quickly establish strong client relationships
- Superior pitch execution

Why do we lose?

- We don't learn from our mistakes



Essential ingredients for pitch success

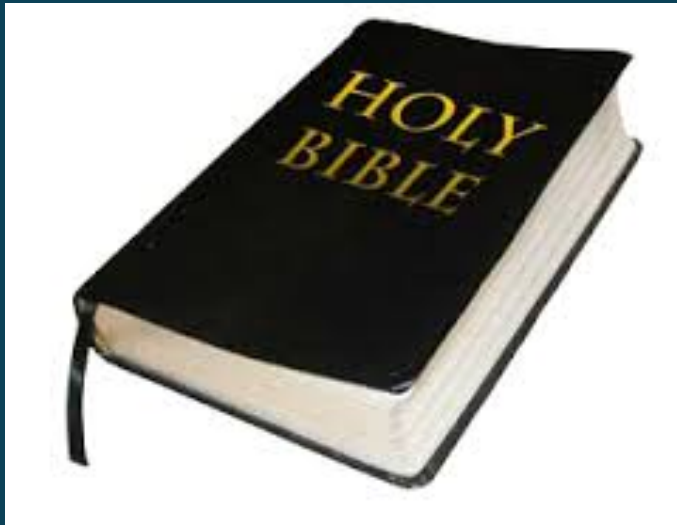


Be organized



- Good use of time
- Most appropriate pitch team
- Kick off meeting ASAP
- Involve senior colleagues
- Arrange regular/scheduled progress meetings
- Timeline for deliverables
- Pre-pitch meeting with your client in their diary
- Prepare a 'pitch bible'

Pitch bible



- The client brief
- Desk research on the market, product, organization and competition
- New stories and press releases
- Biographies/Linked - In profiles of the clients at the pitch
- Examples of client work
- Competitor analysis
- Timing plan for the pitch
- Issues to be resolved, questions to be asked, actions to be taken

Know your audience



- The client is the audience
- Get to know them
- Identify the key decision makers
- Ask questions
- Check to see whether procurement are involved
- Match your team to the key personalities in the client team

Focus on the clients desired outcome

- Increased sales
- Better access to their customers
- Greater access to the most effective media channels
- Improved profile and reputation in their sector
- Consistency of messages across all communications
- More effective use of their time
- A measureable and good return on their investment

Price properly



- Price appropriately
- Promote service value
- Don't be bullied by procurement departments
- Prepare detailed budgets
- Know your figures
- Price with pride

Practice



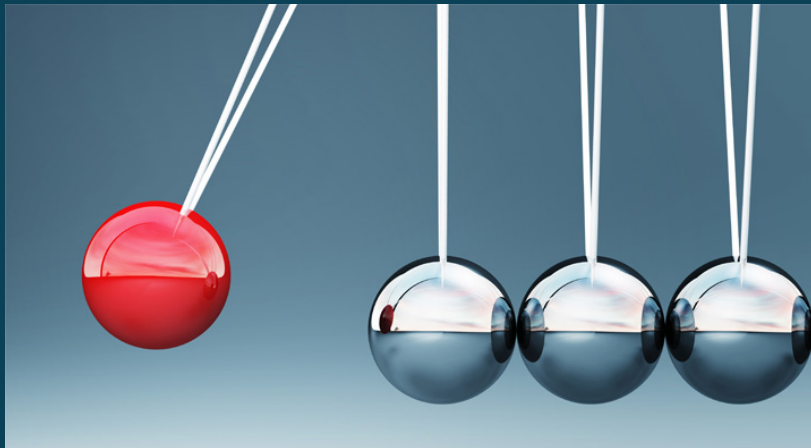
- Refer back to the brief
- Ask for feedback from a colleague
- Rehearse 3 times
- Choose good presenters
- Be engaged and interested
- Tell a story
- Pitch on a postcard
- Prepare for questions

Great presentation



- Get to the client's offices early
- Plan for transport issues
- Set up early
- Go last if possible
- Keep it simple
- Have a beginning, middle and end
- Smile

Momentum



- Keep the momentum going after the pitch
- Follow up on any questions in the pitch with more detailed answers within 12 hours
- Summarize why they should choose you

Feedback



- Ask for this whether you win or lose
- If you lose, take the news graciously
- Never lose an opportunity to learn
- If you win, constructive feedback can help to hone your team's skills

Winning key points

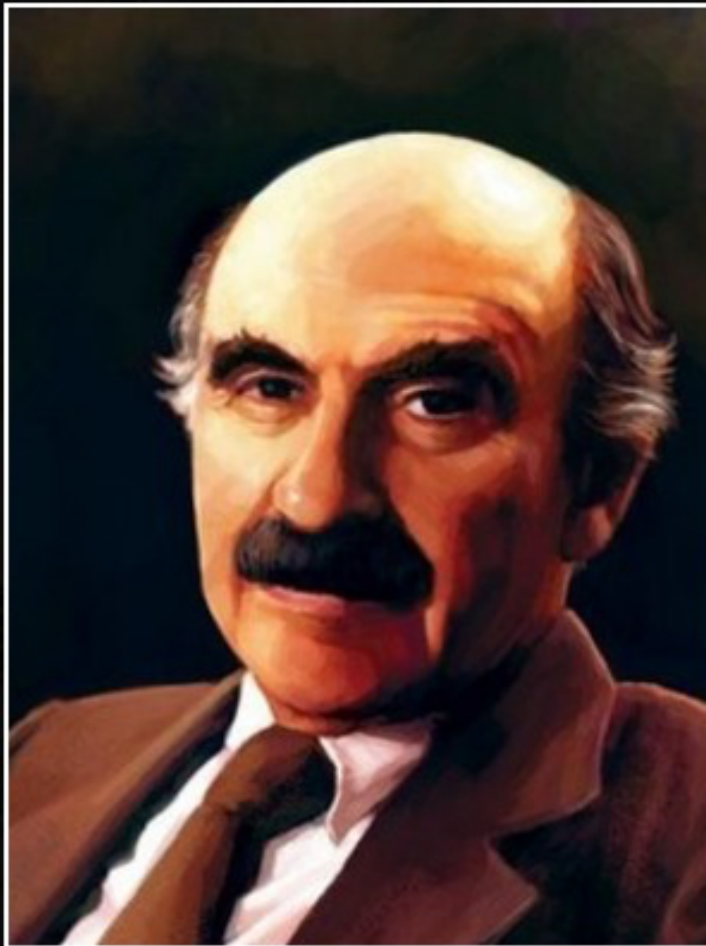


- Plan, plan, plan
- Commit to the pitch
- Assemble the best team
- Know your client and their product
- Tailor your presentation
- Practice makes perfect
- Be enthusiastic
- Follow up

Three things to remember

1. Pitching is about WINNING
2. You must identify the specific needs of your target audience
3. Focus your presentation on what your audience will be left with AFTER you have done your work

Remember this



People don't want quarter-inch
drills. They want quarter-inch holes.

— *Theodore Levitt* —

AZ QUOTES

ABC

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