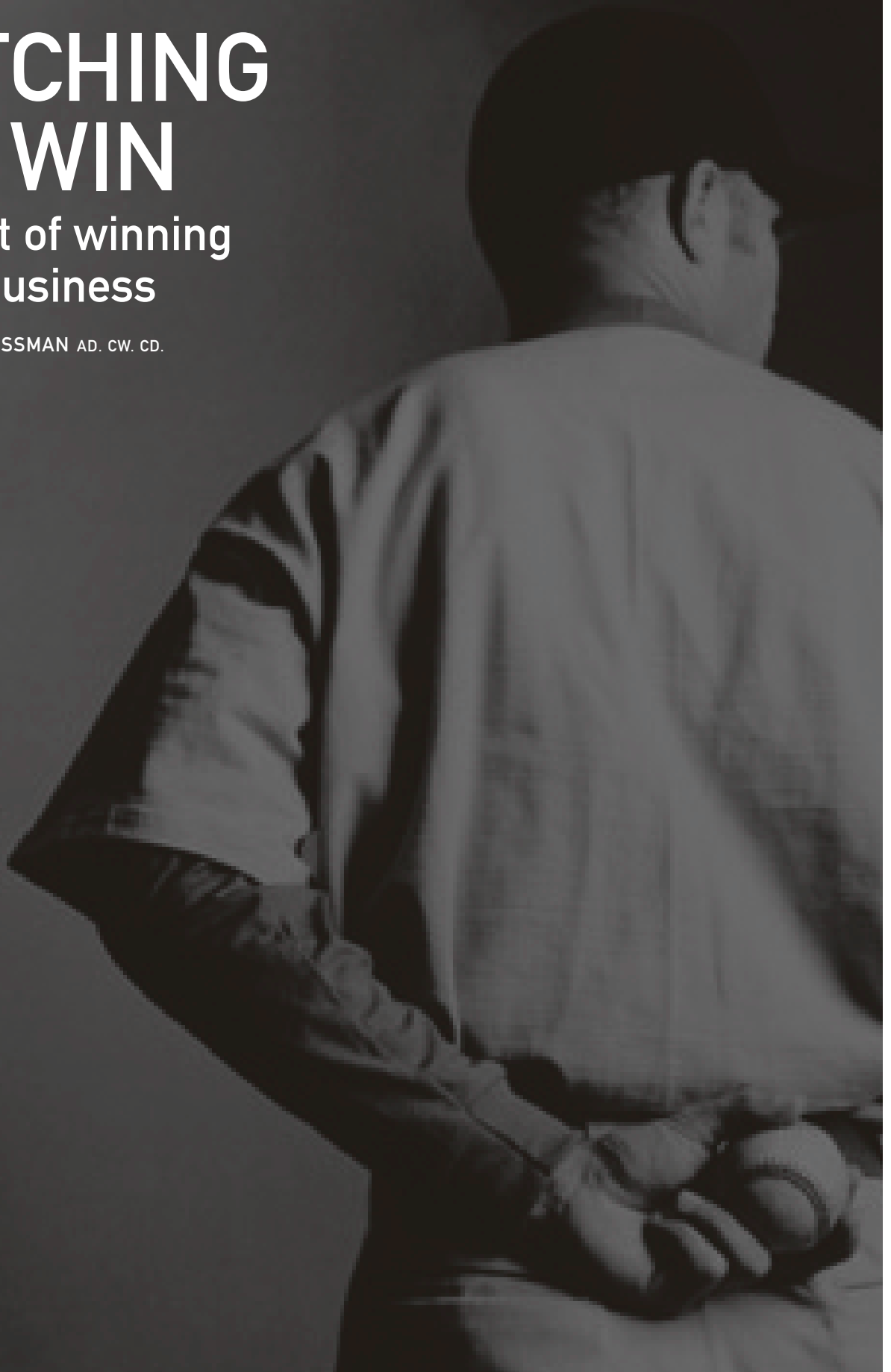


# PITCHING TO WIN

the art of winning  
new business

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## FORWARD

Pitching is the ultimate persuasion. You convince someone else that you know more than they do. But successful pitching is neither art nor science... it's both Every creative enterprise requires a constant stream of new business. Face it; you'll probably lose 30 percent of your present billings every year. If that doesn't strike the fear of the receiver into your heart....take a deep breath.

Accounts are never won or lost for the right reasons. That's because the people who are making the decision are not the kind of people you are used to dealing with...they don't seem to understand.

In order to communicate with them you need a plan. Over the years I have pitched accounts from \$10K to \$30 million dollars. Some I've lost but most I've won because I understood the complexities of what makes up the decision to select a creative supplier.... and that's how they look at you: "a creative supplier".

In the following pages and exercises you'll learn how to put together a pitch that gives you the inside track.

You'll pitch knowing that your chances of success are now in *your favor* because your preparation is better than any of your competitors.

What follows is a complete guide through the process. A step-by-step path that will help you and your team create better quality presentations, develop more creative ideas,

and nurture a keener understanding of the client's needs and hot buttons.

You will learn to harness the power of your entire office to create a magnetic new business attitude that comes through to create more new business leads from a synergy that develops when everyone is thinking about new business.

Like any plan, it will do you no good sitting on the shelf. This is an action plan...so it's *you* who needs to put it into action.

# INTROSPECTION

One of the weaknesses of the creative mind is that we find it painful to look deeply at ourselves. Unfortunately this holds true in most creative enterprises. Having a good look at your assets, abilities and energy level is the first step in assessing your probable success rate for new business pitching.

Like any good general you need to know your troop strength, morale and ammunition before you commit to a battle.

Without a specific way to measure your strengths and weaknesses how could you expect to win any new business?

Start by looking at the size of your operation. If you have a creative boutique it just doesn't make sense for you to go after Proctor and Gamble. The point is that you need to look to match your business size to that of your prospective clients. That's not to say that you don't want to go after bigger and bigger accounts. It just doesn't happen all at once. It's a ladder, you get one account and build to the next step and get a bigger account. So have a sober look at your size and abilities and look for clients you think will fit with your growth pattern and mesh well with your operation.

As a creative director I don't think a day went by when I didn't ask myself: "why am I in this business?" That never stopped me from falling back in love with the business the moment I saw a great piece of creative or a brilliant marketing plan. Creative angst is just a part of the job. But as a consultant, I've seen

a number of creative businesses that seem to suffer from the malaise of success.

You got comfortable. The hunger you had in the beginning has faded. Probably beaten down by client problems, labor problems, personal problems. It happens.

Before you can go after new business you need to get your assets and your attitude tuned up. So, as part of the introspective process it is important that you honestly have a look at your desire to get that new business and to go after it voraciously...to win! One of the key elements to a successful new business plan is desire. Here's a great exercise to determine how the people in your shop view themselves, their work, their style, strengths and weaknesses.

I encourage you to go through this exercise and view the results as a group. It's amazing how different people see what you've got.

### A Quick New Business Check-UP

I would define my company's brand image as:

- Just right
- Bland
- Edgy

The influence of the Creative Department is:

- Growing
- Remaining the same
- Shrinking

I would describe moral in our company as:

- Excellent
- Very High
- Fair
- Low
- Very Low

Our company strengths  
(order from strongest to weakest)

- Media
- Creative
- Account Savvy
- Marketing Brilliance
- High tech leadership

The biggest pressure on our company is:

- ROI
- Employee loyalty
- Lack of new thinking
- Finding new business

Now let's do a little more digging

### EXERCISE: "What Do You Do?"

The following exercises will enable you to determine who you are, what you're selling and to whom, and what differentiates your agency from the others.

1. List the 5 to 10 best products and services your agency can provide to clients.

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2. How do those products and services benefit the potential client?

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3. List several categories your agency has experience in.

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4. List the accounts you've won over the past 12 months. Why do you think you were successful?

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5. List the accounts you did not win over the past 12 months. Why do you think you were unsuccessful?

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6. List the categories you would like to target for your new business efforts.

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7. List the tools you need in order to be successful at getting the above named targeted clients.

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8. What differentiates your firm from others you may be pitching against?

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