

# WIN THE PITCH

by Toby Harrison – PR Creative, Strategic & New Business Consultant

An essential six-module training course packed full of over 100 pitch-winning techniques and behaviours, all gathered from over 15 years of successfully pitching to the world's biggest brands, that are sure to reinvigorate any agency's new business principles, process, proposals, people and passion, ensuring the consistent winning of new clients becomes the norm

*Modules include:*



## 1 | WINNING BASICS

Module one explores several new business fundamentals, including how to create a positive agency culture and the importance & role of individuals and teams within that culture, while also revealing winning's biggest deciding factor.



## 3 | WINNING ENGAGEMENT

Module three is a reminder that at the heart of every new business pitch is a meaningful human relationship, revealing a series of moments that can be inserted into any pitch process to take client engagement and rapport to the next level.



## 5 | WINNING CRAFT

Module five leaves no stone unturned in ensuring agencies place the cherry on the sundae of their work, focusing on shaping winning stories, designing winning documents, scribing winning scripts and running winning rehearsals.



## 2 | WINNING PLANNING

Module two shines a light on the importance of planning, revealing 15 essential actions that if done in the first 24-48 hours of the pitch, not only birth a winning pitch plan, but also surround that plan with vital pitch-winning infrastructure.



## 4 | WINNING PROCESS & WORK

Module four will supercharge every agency's response to brief by revealing a simple but highly effective work process, and a host of bespoke tips that take the likes of strategy and creative from standard to stand out.



## 6 | WINNING DELIVERY

The sixth and final module will take the presentation of new business pitches, be they live or virtual, to the next level by exploring seven essential areas that elevate that all-important final delivery moment from presentation to performance.

Contact Toby Harrison for more information or to book  
07984 493980 | [toby@tobyharrison.co.uk](mailto:toby@tobyharrison.co.uk)