

WIN THE PITCH

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

A comprehensive six-module training course that via over 250 proven and practical techniques, tips, mindsets and behaviours, shaped by over 20 years of successfully pitching to the world's biggest brands, will establish better team motivation, sharper planning, deeper client engagement, stronger responses, richer storytelling, smoother delivery and much more, ultimately ensuring the consistent winning of competitive new business pitches becomes the norm.

Module 1 | Wiring People

Module one focuses on every agency's strongest pitch-winning asset, its people, revealing how to cast, empower and motivate a team, the importance of leadership, and a mindset that is often winning's biggest deciding factor.

Module 2 | Winning Planning

Module two shines a light on the vital nature of planning, exploring 20 essential actions that if done in the first 24-48 hours of the pitch, birth a winning pitch plan and surround it with vital elements to keep it buzzing and on track.

Module 3 | Winning Pitch Process

Module three focuses on the all-important pitch process, spotlighting how to maximise typical milestones such as the Q&A and tissue meeting, insert new and novel moments into the process and nurture client rapport throughout.

Module 4 | Wiring Work Process

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 research, strategy and creative from standard to standout.

Module 5 | Winning Craft

Module five ensures agencies place the cherry on the sundae of their work, focusing on shaping winning stories, designing winning documents, scribing winning scripts, theming winning theatre and running winning rehearsals.

Module 6 | Winning Delivery

Module six will take the presentation of both in-person and virtual new business pitches to the next level by exploring eight essential areas that elevate the crucial final delivery moment from presentation to performance.

There's no question the outstanding Win The Pitch training course has played a huge role in refining our approach to new business pitching, contributing massively to a record year in which we have won twelve out of twelve pitches. I'd highly recommend the course to any agency.

Donald Parish
Co-Founder
MATCHFIT
London, England

Toby opened our eyes to every opportunity to create an advantage throughout the pitch process. The training started with a major shift in how we approach a pitch, followed up by a meticulous and detailed analysis of every micro-step. The training has energised us, and we can feel the difference it's made.

Adrian Ma
Founder & MD
FANCLUB
London, England

Win The Pitch has helped the team feel motivated and equipped to win new business pitches. The mindsets Toby shares reframe pitching as a process that should be enjoyed and peppered with personality. Toby is a talented facilitator who operates both as cheerleader and collaborative guide.

Seon Peberdy
General Manager
HUMANIA
Sydney, Australia

Win The Pitch's informative modules, which look at small incremental advantages across the whole process, leave no stone unturned and we learn loads. I'd rather other agencies didn't do this course and it was our secret to be honest. Do it, you won't regret it.

Paul McEntee
Founder & CEO
HERE BE DRAGONS
London, England

Please contact Toby for more information on delivery of the course, training package overview and cost
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