

WIN THE PITCH

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

COURSE OVERVIEW

Win The Pitch is a comprehensive six-module training course that via a mix of over 250 proven techniques, tips, mindsets and behaviours, gathered from over 15 years of successfully pitching to the world's biggest brands, will increase every agency's pitch-winning potential, lift the new business culture, improve every element of an agency's pitching activity and ultimately ensure the consistent winning of competitive new business pitches becomes the norm

Course modules:



1 | WINNING PEOPLE

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



3 | WINNING PITCH PROCESS

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



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, theming winning theatre and running winning rehearsals.

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, not only birth a winning pitch plan, but also surround that plan with vital pitch-winning infrastructure to keep it buzzing and on track.



4 | WINNING 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.



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 eight essential areas that elevate the crucial final delivery moment from presentation to performance.



Please contact Toby Harrison for more information or to discuss a booking
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