



NEW BUSINESS WANTS IN

NEW BUSINESS PITCH

Pitching for New Business is only ever about one thing...winning. But it can't be the same old, same old, business as usual. Nothing new comes of nothing new.

It's vital to keep uppermost in mind that the *real* target audience of any New Business Pitch is the very Client you're pitching to.

Winning a Pitch is rarely to do with logic or even the quality of the creative work that's shown. It's the hearts more than the minds of a Client you've got to win...to win.

Emotion rules every time. Everything else is an afterthought...whatever people might say or think.

So how can I help?

There are times when you're going to need a Ringmaster.

Someone with experience, enough, to point out key issues, without fear or favor. Someone outside the day-to-day politics of the agency.

Someone with *the objectivity of ignorance*.

Someone who can advise on structure. Who can help edit, prune, and hone. Until the Key Argument and Key Message of the Pitch can fit on a single 3x5 card.

Someone who can 'Keep It Simple'.

Someone who can encourage the Pitch Team to act and think like a team. Practice as a Team. Win as a team.

A Pitch is like a 3-Ring Circus, at best...a stampede of elephants in the room, at the very worst...Got a Ringmaster?

TONY BROADBENT

INSIGHT | STRATEGY | IDEATION

tony@tonybroadbent.com | www.tonybroadbent.com