

What you will learn

The 20 things your staff will learn to improve forever the way you pitch and the outcomes you desire.

1. Companies can **get infected by the Victory Virus**. We teach you how to get it and why it's vital. We also explain how to **avoid fatalities from Defeatist Disease**.
2. Presenting a superior offering well *isn't* pitching. **Pitching is about understanding all of the dynamics at play** in the market - your competitors, the client's business strategy, and the individual needs, stated and unstated, emotional and rational, human and corporate, of all the decision makers and influencers - and then doing EVERYTHING you need to do to win.
3. Understand the importance of **setting, publicizing, measuring and being accountable** for your **new business goals**. Take away the safety net. Fear of failure is a powerful driver.
4. **Treat the entire pitching process like a play**. Begin by selecting the cast of characters your audience will believe, relate to and want to work with. Titles don't get you a part in this audition process. Never forget that **people buy people**. A company's reputation can get you a ticket to the game, but in the end it's the people who determine the winners.
5. Know the importance of having **strong and clear leadership, distinct roles and responsibilities**, allowing everyone to know what and why and who is doing what.
6. **Get the biggest brains in the company in early** to hear the James Bond brief. (The classic succinct snapshot of the target, your combatants and the puzzle you need to solve). Get them to have a stab at the answer right away.
7. **Set a time line from day one**. Solve the problem early then "solve the solution". Spend lots of time polishing the answer and rehearsing the pitch. An 80% answer brilliantly pitched will always beat a 90% answer that hasn't been buffed and well rehearsed.
8. Interrogate and **research EVERY aspect of the client's business** and the people influencing and making the decisions. We give you the **11 questions you need answered** to ensure you have the ability to hit every issue out of the park.
9. **Analyze the emotional needs states** of the people you need to influence. Give them nick names as a short hand means of focusing on their emotional hot buttons. Then **overlay that with the rational needs** to get a holistic picture of the solutions you need to present and with what tone of voice.

10. **Play the 'Why will they / Why won't they' game.** Use your intelligence and intuition to guess why they would/wouldn't give you their business *today*. Now you know what points you need to either simply affirm or actively persuade, in relation to you and your offer. Decide when to land these points. Is it before, during or after the presentation?
11. **How to get everything out of your head** and formed into a cohesive flowing agenda. This is the script outline for your play and things need to happen in the right order for the audience to follow the thread of your storyline. Great scripts are written and rewritten, then edited ruthlessly. Here is no exception.
12. **Enter the Pitch Doctor.** A seasoned observer who critiques the content, the flow and the actors' performances. We tell you who is best for this role and what skills they need.
13. The importance of "**The Hook**". The memorable moment in a presentation which theatrically and dramatically underscores the main message you need them to take away.
14. How to **anticipate the moves of your competitors** and subtly undermine their efforts. Plus some not so subtle dirty tricks. Its important to put daylight between you and your competitors so you're a clear winner. Keep it legal but **find an unfair advantage**.
15. **Everything you need to know about rehearsals** including pitching to your own people who 'role play' each of the clients, adopting their individual needs and foibles.
16. Knowing which **props and visual aids** to use and when to use them.
17. How to not only **take control of the game** but change the game completely.
18. Anticipating the questions and the **key to overcoming objections**.
19. "**It's not over 'til we say it's over**". An arrogant attitude cloaked in just a hint of humility, but nonetheless a determined mantra of "never say die." How to come back from the dead.
20. **Why listen to us?** Because we're the **most successful** new business team in Australian advertising history. We had 30 years in the persuasion game rising from mail boys to **Chairman and CEO** of Australia's biggest agency, George Patterson. We won **\$250million** in business in 4 years. We **won 78% of the time**, not necessarily because we had a superior product or value proposition. **We won because we know how to pitch.** Not just present, but pitch. There's a difference.