

hura!

HOWtoWOW
6th Dec 2018

How to Win a Pitch
Before You Pitch

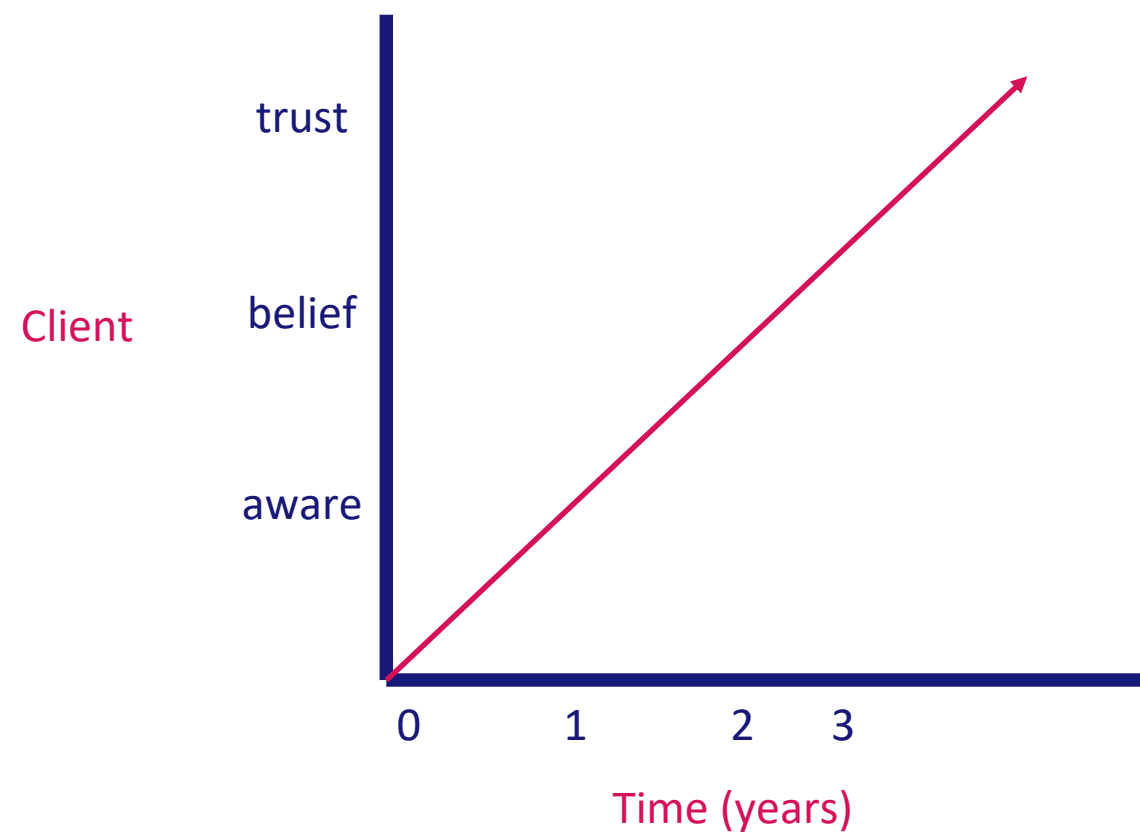


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Who are we?
What do we do?

The bigger picture



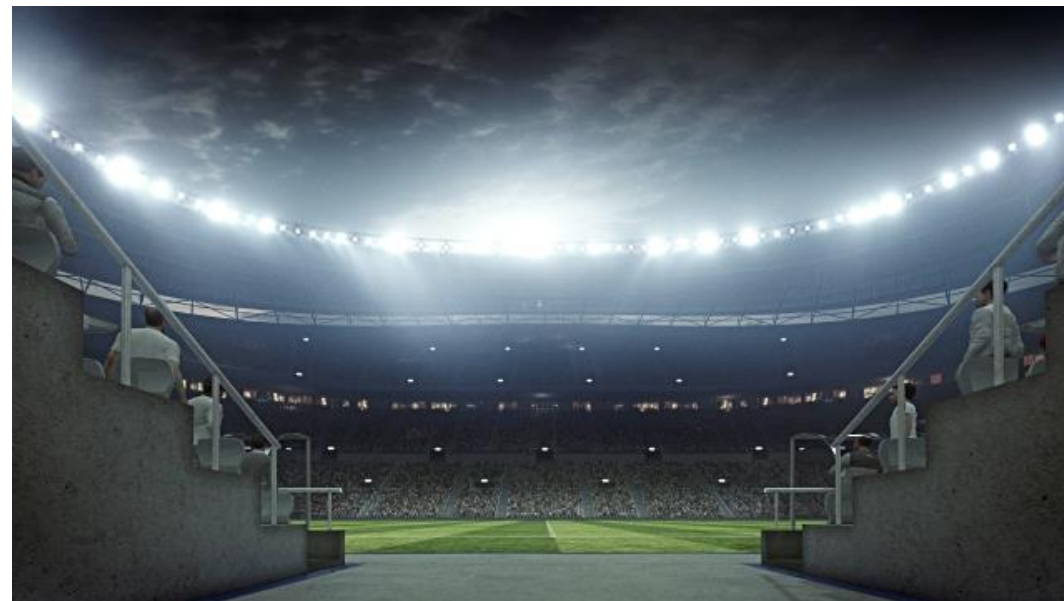
Saying



What wins pitches



‘New Business’ means to agencies



‘New Business’ means to clients



Don't make life difficult for me



My objective is to cut the list



Little things matter



Human first



'It's not you, it's me'

me

~~**you**~~

Answer the brief



Don't just answer the brief



I want to know **YOU** want it more



I'm buying a team



**I'm buying what it would be like to work with
you**



Give me relevant social proof

PROOF

For you it's a pitch, for me it's my job

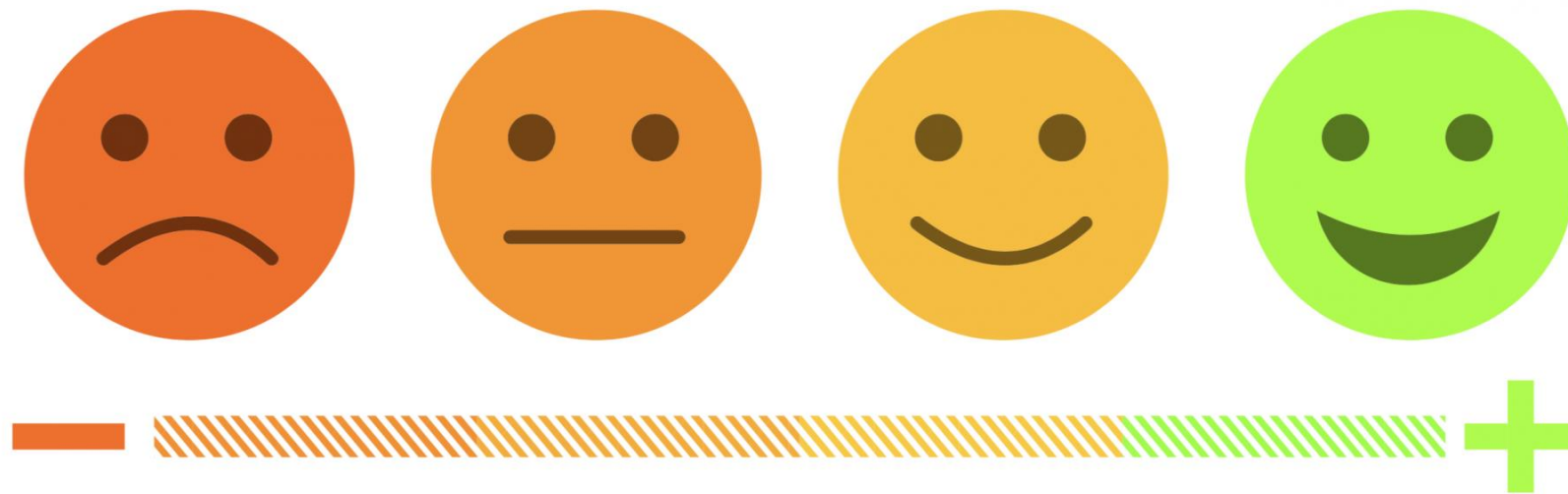


**How can we turn these insights
into competitive advantages?**

Reviewing your pitch performance



Pitch feedback



Your current pitch process

Structured vs. Unstructured

Formal vs. Informal

Followed vs. Forgotten

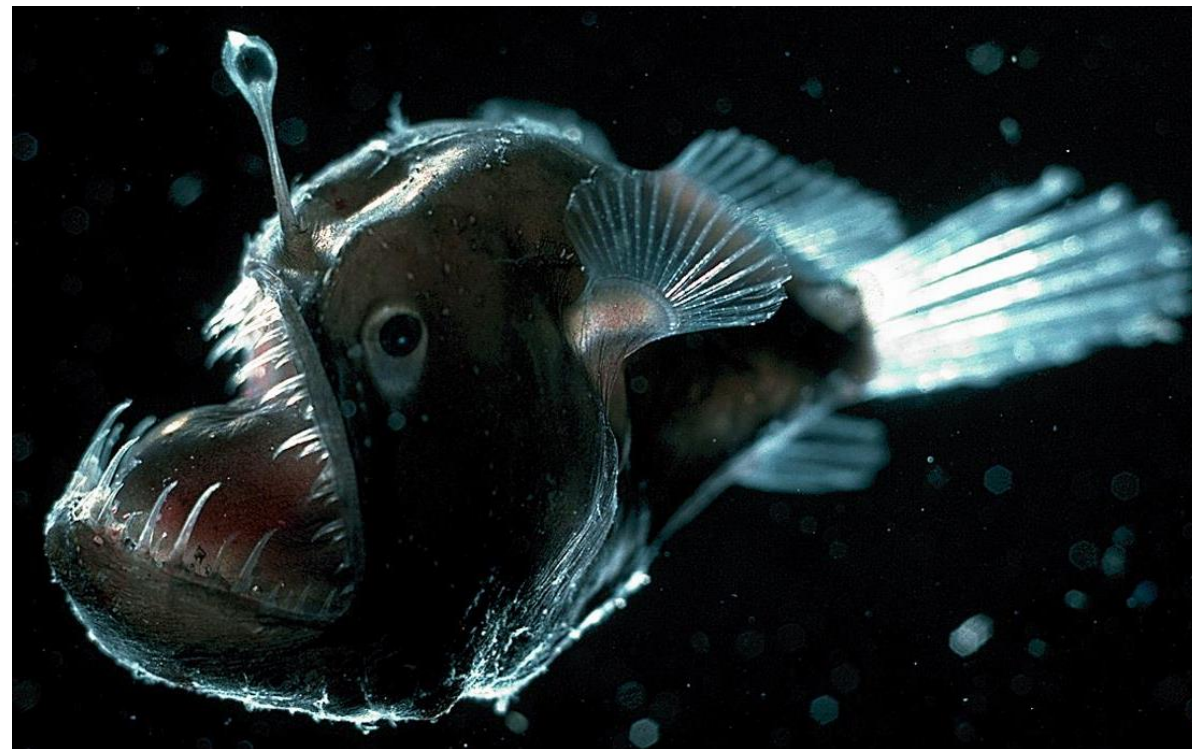
What's stopping us winning more pitches?



Pitch winning behaviours



Expect the extraordinary



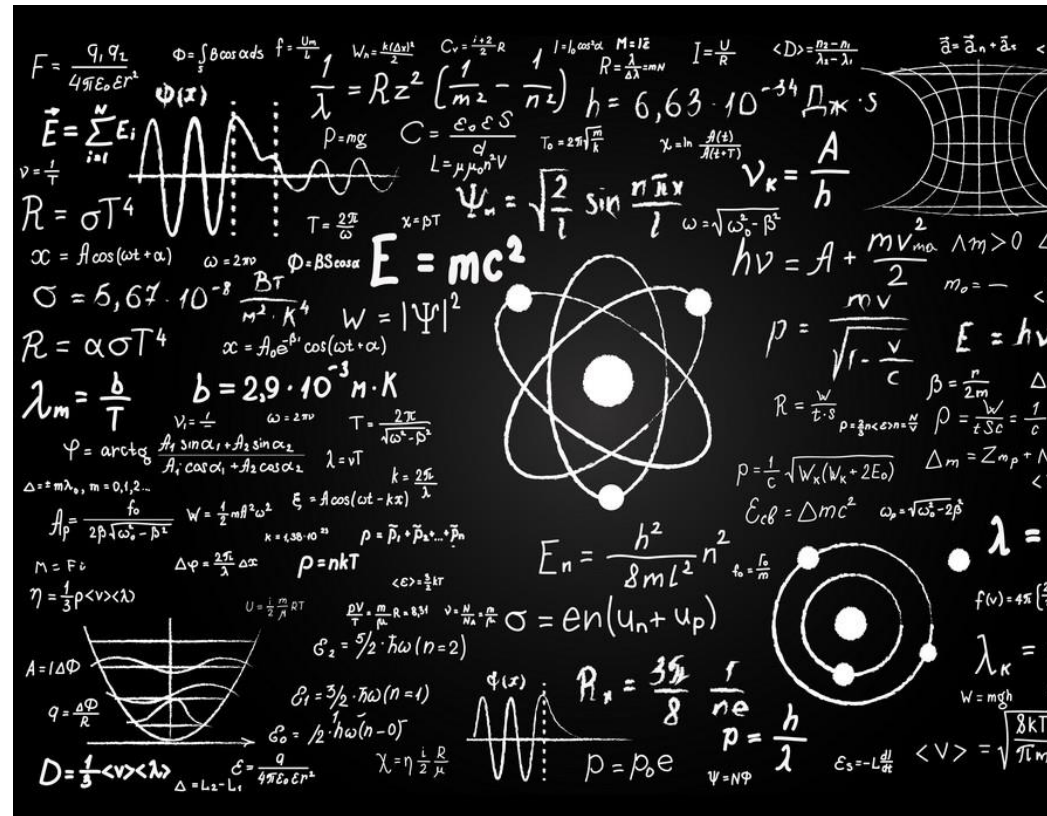
Beware of strangers



Who is your ideal client?



Know what it will take to win



Know what they are buying



Create unfair competitive advantages



Know Your Audience



Somewhere out there



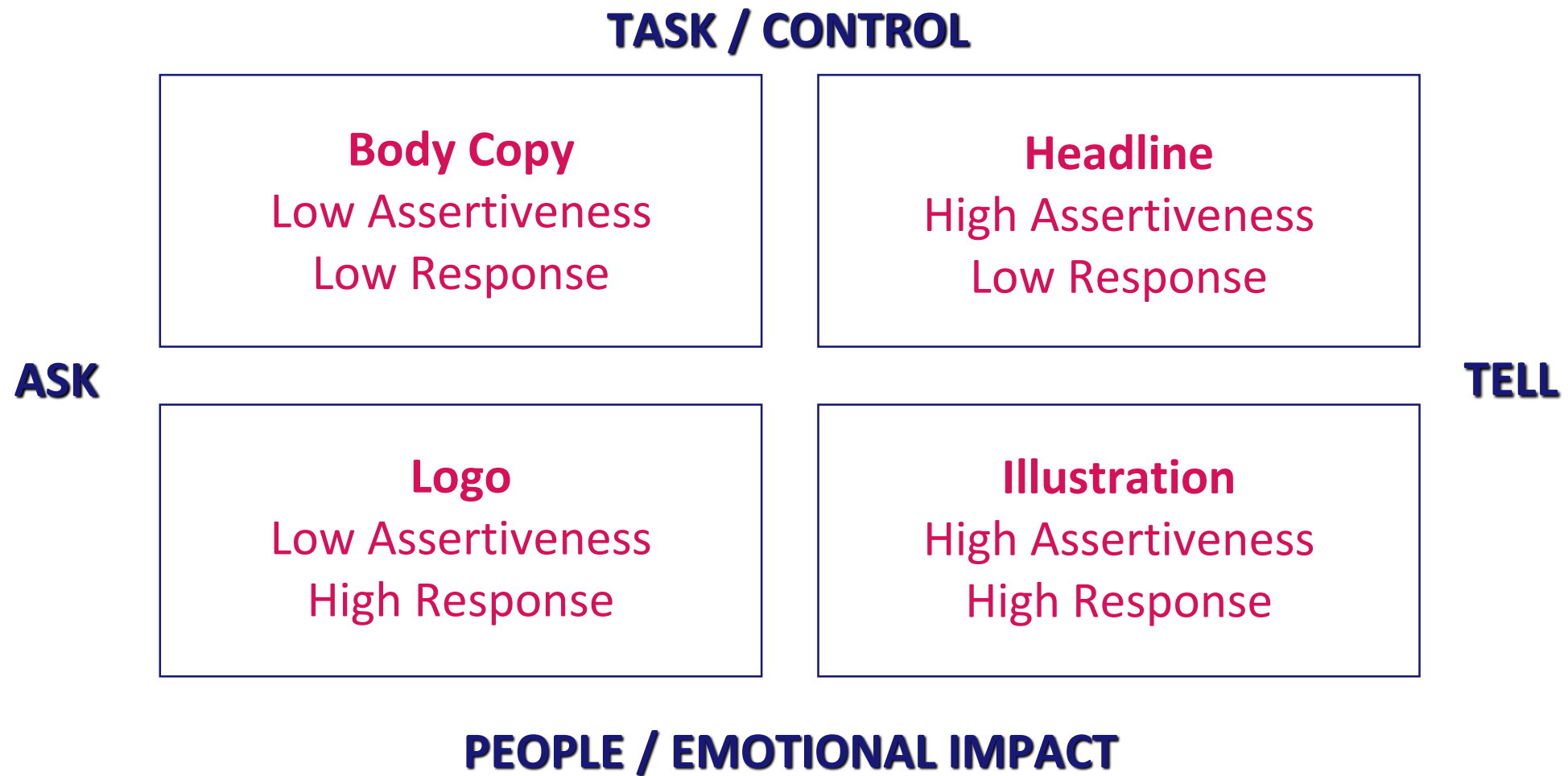
Coming into view



In sight



Profile Prospects



Why is profiling so important?

Body Copy prospects want to hire “Body Copy” agencies

Headline prospects want to hire “Headline” agencies

Logo prospects want to hire “Logo” agencies

Illustration prospects want to hire “Illustration” agencies

Different people buy different things

“I want experience”

“I want results”

“I want relationship”

“I want inspiration”

Common insights

We all have good days and bad days

Perceive our 'opposite' as the most difficult to build chemistry -
empathy & rapport

Perceive our 'opposite' on a 'bad day'

Good day – Headline

Competitive

Demanding

Determined

Strong-willed

Purposeful

Bad day – Headline

Aggressive

Controlling

Driving ... and over-steering

Overbearing

Intolerant

Good day – Body Copy

Cautious

Precise

Deliberate

Questioning

Objective

Formal

Bad day – Body Copy

Overly formal

Indecisive

Suspicious

Distant

Reserved

Unresponsive

Good day – Logo

Caring

Encouraging

Sharing

Patient

Relaxed

Open

Bad day - Logo

Too laid back

Non committal

Plodding

Reliant

Stubborn

Good day - Illustration

Sociable

Dynamic / Energetic

Demonstrative

Passionate

Persuasive / Compelling

Bad day - Illustration

Overly Excitable

Frantic

Indiscreet

Flamboyant

Hasty

Easily-turned

Applied Examples

First meeting clues

Headline

Does not keep you waiting. She / he is a busy person

Few pleasantries. No more than 1-2 mins to relate. Talks business

Does not offer or take coffee. If it is there, don't help yourself

Focus on results and goals – what you've done/ can do

Wants agreement and action. Give him a good listening-to

First meeting clues

Body Copy

Short wait. He / she wants to see what you have

Cautious atmosphere. 5 mins to relate

No coffee, but you can help yourself

Focus on process, methods – how you did / do what you do.

Look for clues to move on to next subject. Will shift or move something

Just talks business

First meeting clues

Logo

You should be on time, even if he / she is not.

Warm atmosphere, comfortable surroundings. Long time to relate.

Will offer coffee. You must take.

Admire pictures of family, graduation, baby, hobby etc – the person not the job.

Will talk about need for consensus. You must be the one who can get others to agree and cooperate.

First meeting clues

Illustration

Be ready for long wait. She / he is an important person

Atmosphere is light & fun. Time to relate depends on holding his/ her interest

May never get to the point

Will offer coffee. You should savour and compliment. Ask for more

Focus on prestige, leadership, achievements, prominent people

Will talk around the subject. Needs admiration

How to profile by actions

Body Copy

Interested in process
Tends to ask first
Business-like
Wants experience
Demands info/ analysis
Very cautious

Headline

Interested in action
Tends to act first
Business-like
Wants results
Snap decisions
Risk taker

Logo

Interested in people / team
Tends to ask first
Wants a relationship
Consensus builder
Sensitive to political considerations

Illustration

Interested in first, most,
newest, latest
Tends to act first
People oriented
Wants to be inspired
Wants to inspire
Variable energy levels

How to profile by office

Body Copy

Charts, graphs, diplomas
Likes conference tables
Uses desk for conference table
'To Do' list close at hand
May be stacked with work
Take home bag out

Headline

Clean, organised desk
Power positioning
Appropriate mementos
Few or no family photos
Work materials close at hand
Cool efficiency is the key

Logo

Warm and friendly
Welcoming
Lots of personal photos
Moves away from desk
Has sofa or couch
Personal hobby or interest showing

Illustration

Messy desk, meets in conference room
Or grouping of chairs away from desk
Photos of him/her
Inspirational slogans
Marks of achievement

How to profile by appearances

Body Copy

Neat and tidy
Shoes shined
Make-up perfect
Colour coordinated

Headline

Smart / considered
Always appropriate for occasion
Generally nondescript

Logo

Personal choice evident
Tendency to under dress
for occasions
Generally nondescript

Illustration

Stylish
Accessorizes
Bright colours, big
jewellery
Contemporary/ designer labels

How each profile chooses an agency

Body Copy

Wants facts and process
Lots of logic and diagrams
Wants case histories
Needs alternatives

Headline

Wants everything precise,
concise and to the point
Needs to see decisiveness,
leadership, control
Keep things neat

Logo

Is very service oriented
Needs friendship, reassurance and
empathy
Into personal relationships
Likes to see around the
agency

Illustration

Needs to be inspired
Wants attention & respect
High level of sociability
Big imaginative ideas
Lots of status /impress

The Agency Visit



Headline Expects

People working

Not drinking coffee

Not playing computer games or pool

Short and sweet

Cool efficiency

Tidiness

Body Copy Expects

Work, charts, plans

Evidence of industry / 'stuff'

Creativity

Interest in where the 'works' done

Illustrator Expects

Excitement

An 'Agency'

Inspiration

Buzz

Awards

Logo Expects

Teamwork

Collaborative meeting areas

Friendly atmosphere

Real people / human touches

Accord and harmony

Evidence of care & employee
engagement

How To Generate Chemistry

Personality Profile

Information about you

How to present info

Problem solving

Decision making

Headline

Your credibility and competence

Give evidence

Give responsibility

Give options and probabilities

Illustration

Who you are and who you know

Give admiration

Support dreams and opinions

Give social proof & testimony

Logo

Your integrity, common interests

Give support

Protect feelings and relationship

Give assurance and comradeship

Body Copy

Your expertise

Be thorough and accurate

Share responsibilities

Offer minimal risk



Watch For Changes

The Headline - who has played a team game suddenly takes control

The Logo - who has not said much shows great team leadership

The Body Copy - who led discussion backs off

The Illustration - who looked bored falls in love with a creative solution and fights for it

Q&A



What are you going to do differently?