

# Mistakes agencies make when pitching new business

TrinityP3

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# Disclaimer

- These pointers are from observations made in managing many media, creative and digital pitches and from the feedback of our clients.
- They are intended to provide direction and a useful checklist for agencies entering the pitch process.
- They are not a foolproof guarantee of how to win new business, but they are helpful.
- To increase your chances of winning new business register your agency with us today for free at [http://www.trinityp3.com/new\\_business\\_register.php](http://www.trinityp3.com/new_business_register.php)

# When you get the invitation...

1. Are you the right fit? Check out the client's history and decide if they would fit in your agency
2. Own up to any conflicts – potentials and real
3. Make sure you have the time and resources to give it your best shot
4. Make sure you understand the process and expectations including number of agencies participating



# Common strategic mistakes...

1. Rambling on and not answering the question because you don't know the answer or didn't understand the question
2. Not explaining why your case studies are relevant to the client
3. Expressing unsubstantiated views that need substantiation
4. Lack of directness when talking about difficult issues or perceived weaknesses
5. No clear and consistent flow in strategy and thinking from brief to execution



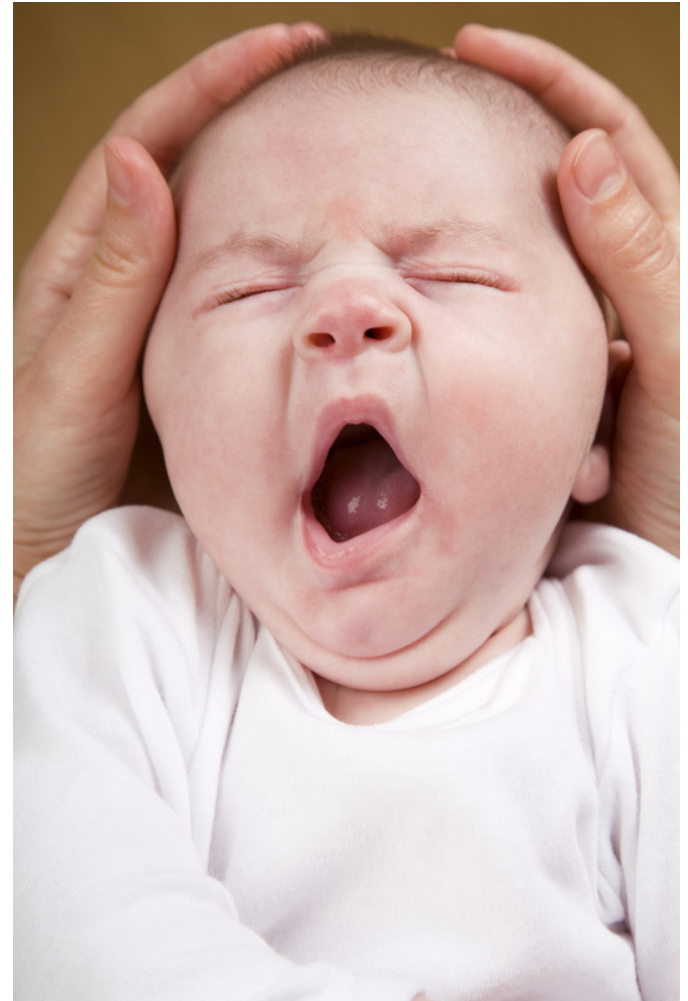
# Really poor form...

1. Presenting for three or more hours without a break
2. Bad mouthing or criticising competitors
3. Talking down to or arguing with the client
4. Talking ill of past clients and relationships
5. Swearing to emphasis a point
6. Presenting to the senior client at the expense of all others



# Just plain boring...

1. Regurgitating the brief at painful length
2. Weak openings and soft closes
3. Rambling on and on and on...
4. Talking over one another
5. Dominant team members drowning out the others
6. Running overtime and rushing to fit it all in
7. Teaching the client about their business or category
8. No team chemistry



# Presentation blunders...

1. Not rehearsing
2. Charts that are too hard to read
3. Reading off the charts
4. Not rehearsing
5. Complex charts that no-one understands
6. Allowing technical hiccups to throw the whole presentation
7. Not rehearsing





# Winning strategies or complete failure...

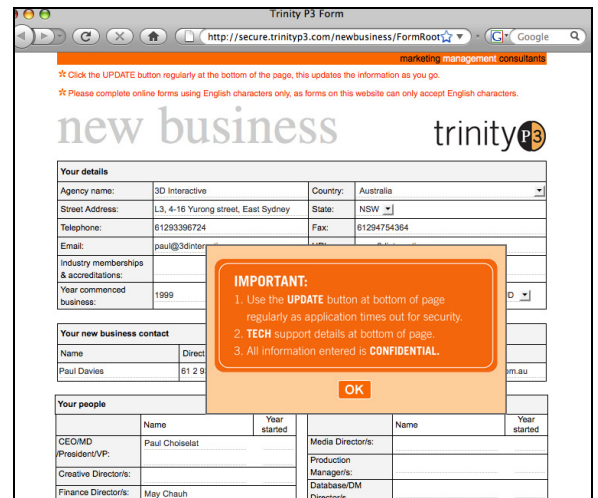
1. Overplaying your incumbency in other markets / countries
2. Assuming the client will be impressed by senior global players in your organisation
3. Wheeling in a senior player who is unprepared
4. Bringing in industry specialists outside of your agency to boost credibility





# How to be part of TrinityP3 managed pitches

1. TrinityP3 provides an online register for you to register your organisation.
2. The register is for all Marketing Communication Service Providers including creative, media, digital, direct, promotions, experiential, design, public relations etc.
3. The register is completely free and totally confidential.
4. You can upload examples of work and campaigns to the site.
5. It is totally self managed and so is as up-to-date as you keep it.



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