**AVOIDING COMMON PITCH MISTAKES**

***Pitch feedback has revealed some of the most common mistakes agencies make. Use this checklist to avoid them.***

**Agencies don’t know who they’re pitching to**

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|  | Find out who will attend, their roles, and levels of decision making |
|  | **Build relationships with all attendees before the pitch** |
|  | Use pitch stakeholder mapping to ensure your pitch is tailored to the audience |

**Agencies don’t tell consistent stories**

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|  | Don’t overload with information & facts |
|  | Create narrative & consistent story |
|  | Check story with impartial person |
|  | Get training on storytelling |

**Agencies don’t give good pricing options**

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|  | Qualify budget early |
|  | Always offer x3 pricing options |
|  | Become an expert in pricing theory |

**Agencies don’t demonstrate knowledge about prospect & their industry**

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|  | **Focus on THEM, their pain points & daily challenges** |
|  | **Bring industry expert to pitch** |
|  | **Present insights about their industry and audience** |
|  | **Order/try their products** |
|  | **Use relevant case studies** |
|  | **Co-branded presentation** |
|  | **Invest in industry reports and publications** |

**Only few agencies demonstrate extra value**

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|  | **Demonstrate effectiveness of your tools for their given challenge** |
|  | **Demonstrate value of onboarding activities** |
|  | **Always outline forecasts and expected outcomes** |
|  | **Show how you will make their life easier (growth partner)** |
|  | **Invest in creating a new value proposition and messaging for your agency** |

**Agencies put too much detail in presentations**

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|  | **Don’t present audits unless requested (use appendix or send tech detail separately)** |
|  | **Know attendees and gauge appropriate level of detail for audience** |
|  | **Focus on key strategic priorities** |
|  | **Verify contents with prospect before pitch** |

**Some agencies just aren’t the right fit**

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|  | **Focus on value alignment** |
|  | **Bring your culture to life** |
|  | **Build relationships with all pitch attendees early** |
|  | **Demonstrate relevant experience** |

**Agencies need to demonstrate their social responsibility**

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|  | **Outline what you to do act more sustainably** |
|  | **Demonstrate your efforts to support diversity & inclusion** |
|  | **Show charitable activities** |
|  | **Get accredited (e.g. Bcorp)** |