**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)** |