

Winning Pitches

...is a training programme designed especially for professionals who seek to win more pitches. As competition intensifies and procurement methods become more demanding, Winning Pitches brings together fresh ideas and pitching best practice, designed and delivered by advisers with in-depth experience of the accounting, property/consulting and legal sectors.

Over or under-investing in pitching?

Pitching for new business can consume substantial time... yet is the time used to maximum effect by your fee earners, and do you know your firm's overall success rate? You may be getting lower success rates than you deserve as a result of shortcomings in the proposals process, fee earner pitch skills, client research and analysis, and pitch debriefing. Consider the following questions:

- Are you pitching for the right opportunities?
- How confident are your fee earners in survey meetings, proposals and presentations?
- Which aspects of your pitches could be improved on?
- How well do your tenders differentiate your firm's offering and your team's strengths?
- Do your tenders and presentations really demonstrate the relevant value and the benefits of your service, or are they starting to look standardised?
- When did you last debrief internally or learn from your clients via a formal debrief regarding work won and/or lost?
- And did you respond to the findings?

If you would like to increase your firm's success rate in winning pitches you could start by thinking about these questions, or by asking us to help you with them. You could also think about training for fee earners and marketers who are most involved in the pitching process.

A feel for what we do

Refreshing the skills of fee earners in this crucial area can produce results in the quality and quantity of pitches won, but it generally requires changes in behaviour and approach. Whilst lawyers often prefer shorter training sessions fitted around the working day, accountants are willing to invest in more time out for practical methods of learning and development.

From pitch masterclasses for experienced professionals, to pitch best practice for ambitious associates, we have recognised that 'one size does not fit all'. In response, we have created a number of Winning Pitches modules that, firstly, align themselves to the appropriate professional sector and, secondly, can be grouped to suit skill levels, budgets and timing constraints for each client.

The approach is based on the experiences, research and best practices of four of our most senior advisers - trainers and consultants of many years experience. Each of them has also spent over ten years as in-house business development professionals with world-class firms such as Linklaters, Andersen and Ernst & Young.

Pitches that work – seven key modules

- 1. Is this the right pitch for us?** – Fee earners will be shown how to improve overall win rates by using selection techniques to assess incoming pitches and make justifiable decisions on whether or not to proceed.
- 2. Planning the pitch** – Medium and large sized pitches consume many non-chargeable hours. Planning and project managing pitches properly and thinking about key business issues in advance will reduce stress, duplication of effort and the overall cost of sales.
- 3. Do we really understand this client?** – Knowing the client through its web site statements is one thing, but truly understanding their business/sector issues and individual concerns, and preparing to capitalise upon this is something fee earners will learn how to manage. We also focus on the different decision criteria of the likely panel of decision makers.
- 4. How can we capitalise on what we know?** – Reflecting on gathered intelligence on the client, the key issues, and the competitors is critical to the political dynamics of every pitch. Tools and examples will show fee earners how to develop a blend of compelling arguments and strong differences for both the written and oral submissions.
- 5. Presenting the value rather than the cost** – We introduce techniques for exploring what clients value in our service, people, or skills, and how to present the information persuasively.
- 6. Writing techniques used by copywriters** – Many written submissions lose the audience because of turgid or passive written styles. Fee earners will be shown useful techniques relied upon by professional writers.
- 7. Time to rehearse** – Parts of our training can be delivered by actors and qualified coaches who will help fee earners prepare messages for presentations without looking over-rehearsed or ill-prepared.

Contact us

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