
Derail the Pitch™
WIN MORE & LOSE LESS


“I have an amazing
opportunity for you...”

Introduction



Introduction



Introduction



Introduction



Introduction



Common Objections

"WE REFUSE TO PITCH!"

"WE DON'T PITCH FOR FREE!"

"CLIENTS ONLY NEED LOOK AT OUR PORTFOLIO!"

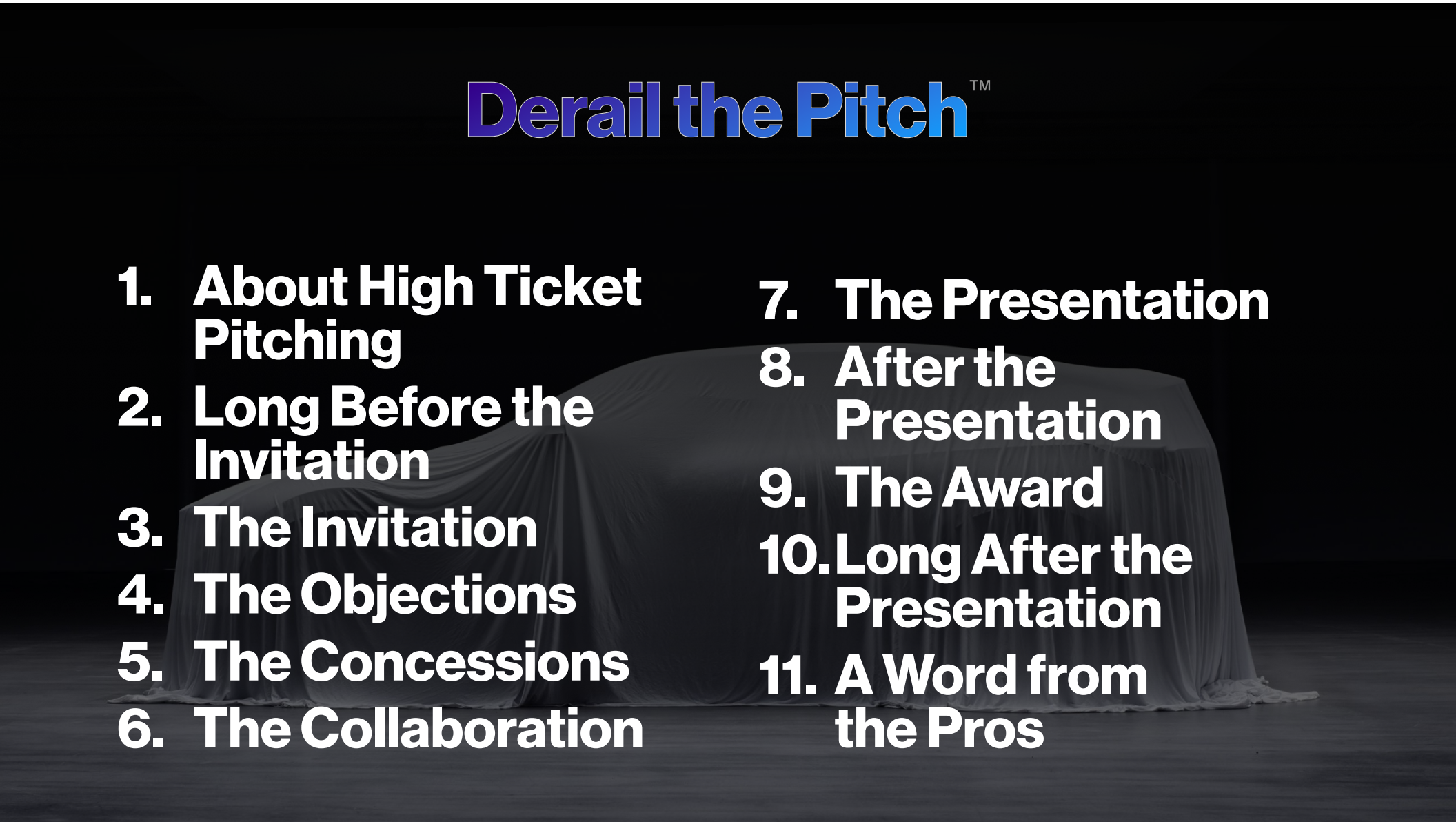
"WE ARE A SERVICE BUSINESS!"

"BUT OUR CLIENTS WON'T LET US ____!"

"WE WOULD NEVER BOW OUT..."

"OUR CLIENTS WON'T LET US COLLABORATE"

Derail the Pitch™



1. About High Ticket Pitching
2. Long Before the Invitation
3. The Invitation
4. The Objections
5. The Concessions
6. The Collaboration
7. The Presentation
8. After the Presentation
9. The Award
10. Long After the Presentation
11. A Word from the Pros

1. About High Ticket Pitching



Bust the Pitching Myths

MYTH: THE BEST CREATIVE WINS / “IT’S ALL ABOUT THE WORK!”

MYTH: A GREAT PROJECT FROM TOP CLIENT IS A PRIZE.

MYTH: BE RESPONSIVE AND HELPFUL.

MYTH: COMMUNICATION IS KEY.

Why the Loser Loses

Reasons We Lose Pitches

(That Have Little to Do with the Creative We Pitched)

Lack of trust

Incumbency

Personality conflicts

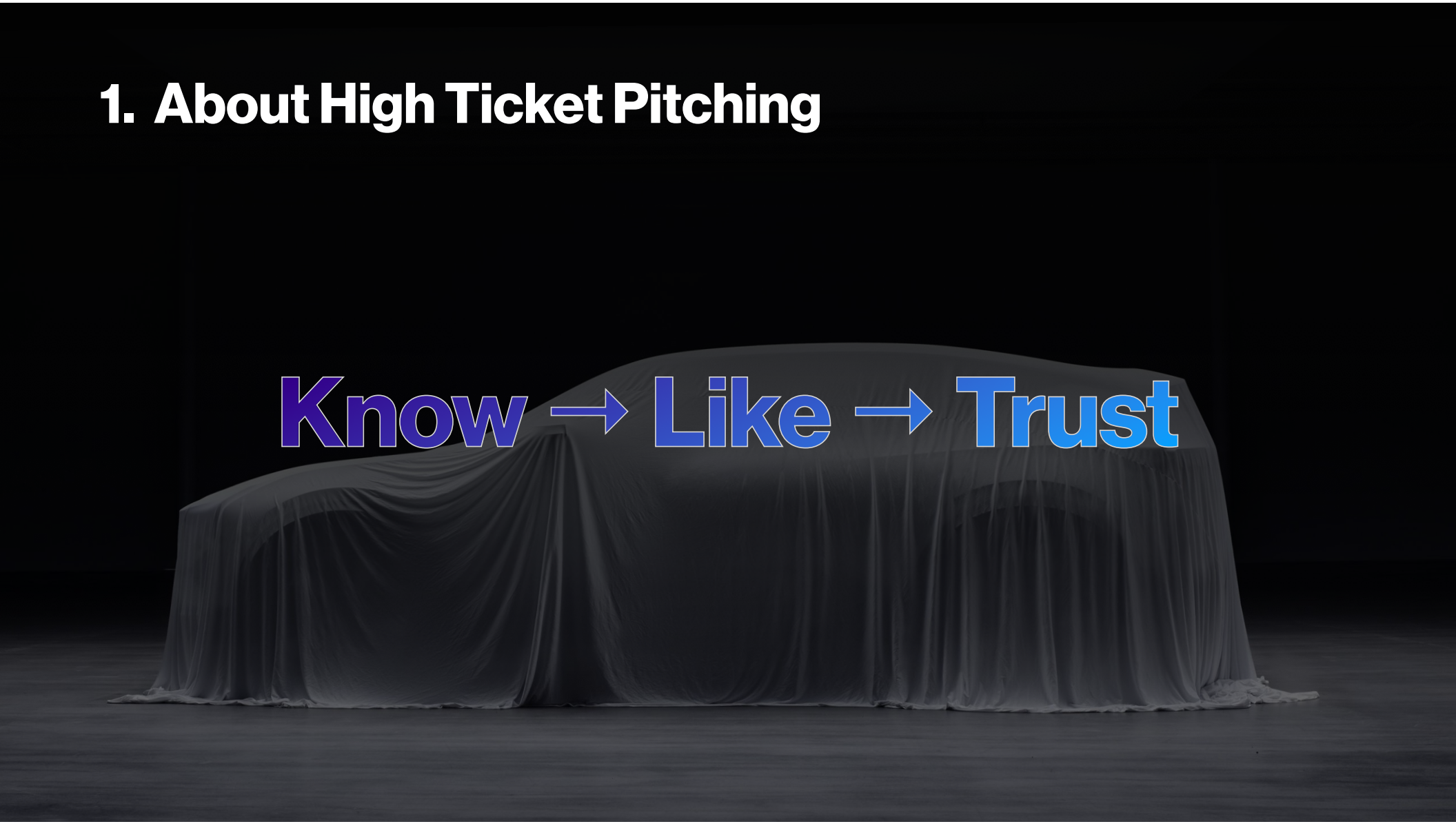
Randomness (you can't win them all)

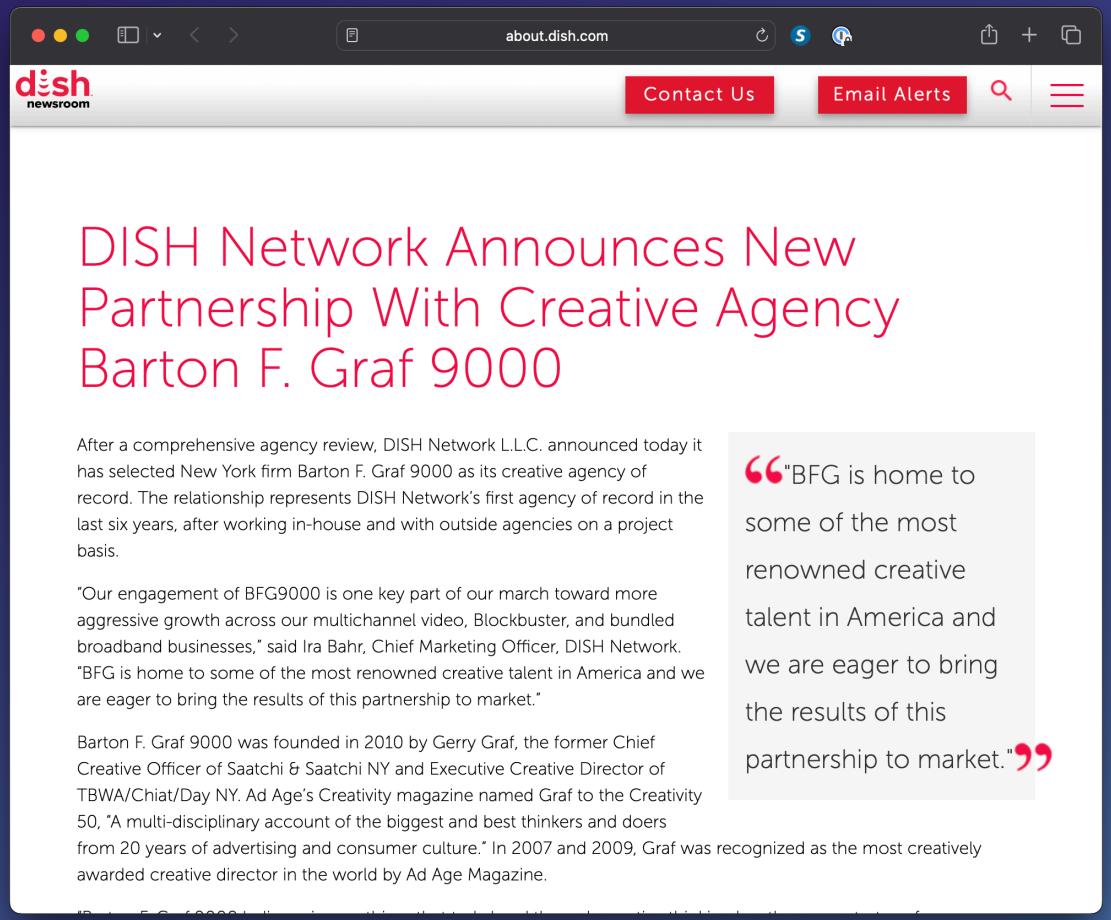
Easily replaced, I.e., You were always "the check bid."

“Our creatives always have a favorite. The other two are just Hail Mary’s.”

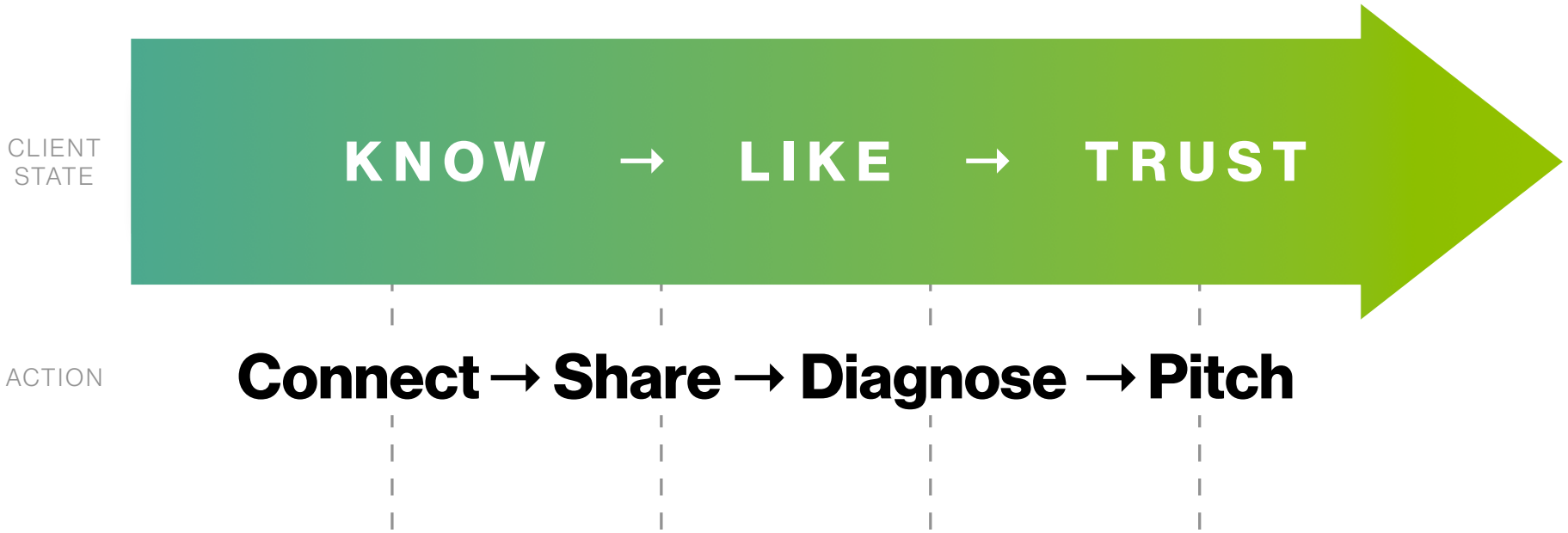
– Anonymous at Apple

1. About High Ticket Pitching




about.dish.com
dish newsroom
Contact Us
Email Alerts
DISH Network Announces New Partnership With Creative Agency Barton F. Graf 9000
After a comprehensive agency review, DISH Network L.L.C. announced today it has selected New York firm Barton F. Graf 9000 as its creative agency of record. The relationship represents DISH Network's first agency of record in the last six years, after working in-house and with outside agencies on a project basis.
"Our engagement of BFG9000 is one key part of our march toward more aggressive growth across our multichannel video, Blockbuster, and bundled broadband businesses," said Ira Bahr, Chief Marketing Officer, DISH Network. "BFG is home to some of the most renowned creative talent in America and we are eager to bring the results of this partnership to market."
"BFG is home to some of the most renowned creative talent in America and we are eager to bring the results of this partnership to market."
Barton F. Graf 9000 was founded in 2010 by Gerry Graf, the former Chief Creative Officer of Saatchi & Saatchi NY and Executive Creative Director of TBWA/Chiat/Day NY. Ad Age's Creativity magazine named Graf to the Creativity 50, "A multi-disciplinary account of the biggest and best thinkers and doers from 20 years of advertising and consumer culture." In 2007 and 2009, Graf was recognized as the most creatively awarded creative director in the world by Ad Age Magazine.

THE CREATIVE FIRM SALES CYCLE



1. About High Ticket Pitching

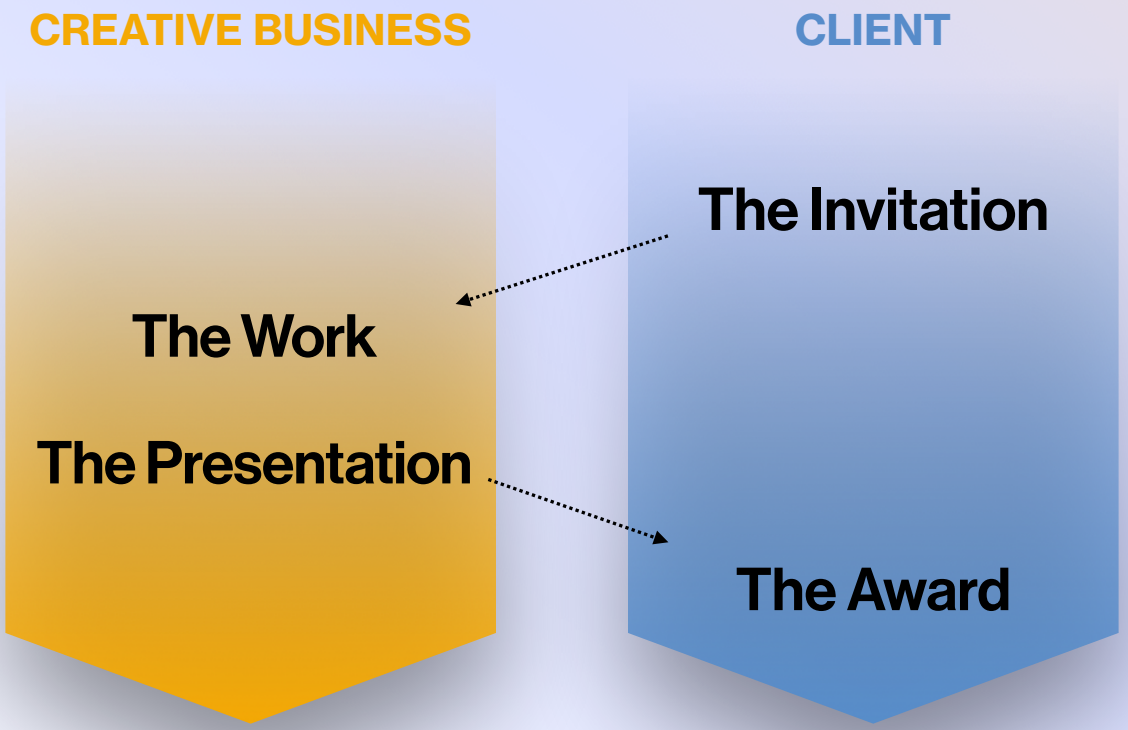


The Pitch Process

CREATIVE BUSINESS

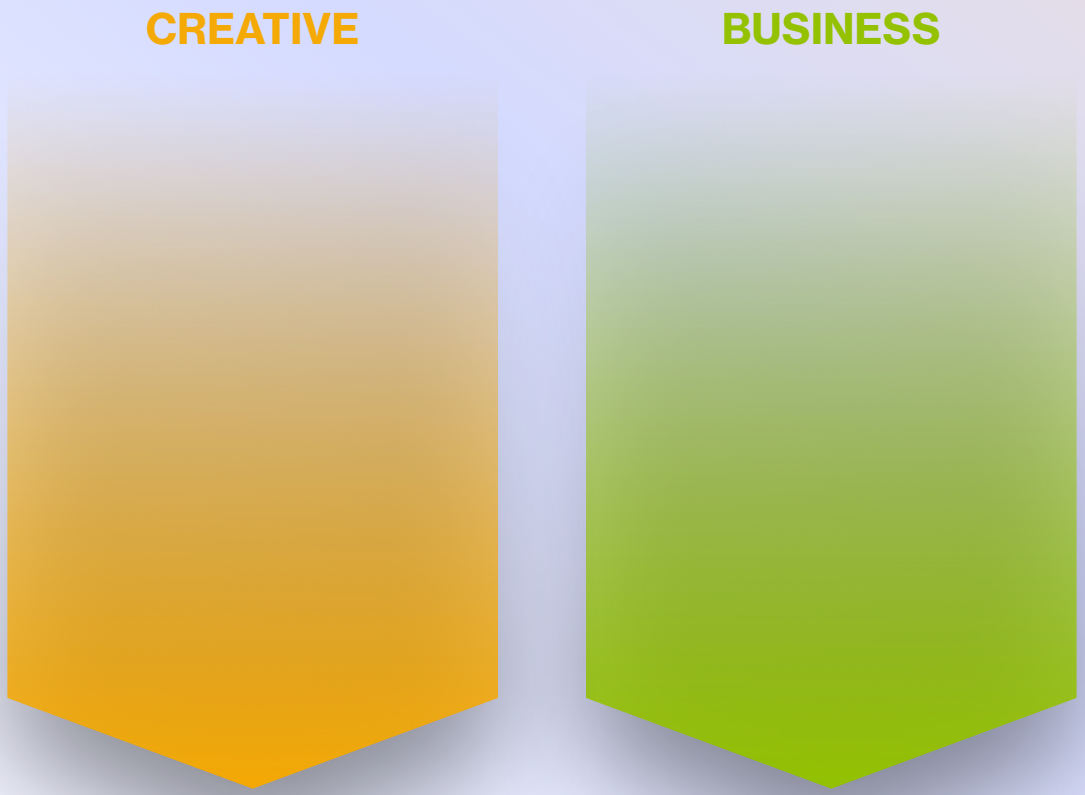
CLIENT

The Low Ticket Pitch Process



CREATIVE BUSINESS




CREATIVE
BUSINESS

The Three Streams

CREATIVE



BUSINESS



CLIENT



The Three Streams

CREATIVE

“The Stars”
Geniuses
In demand
Inaccessible

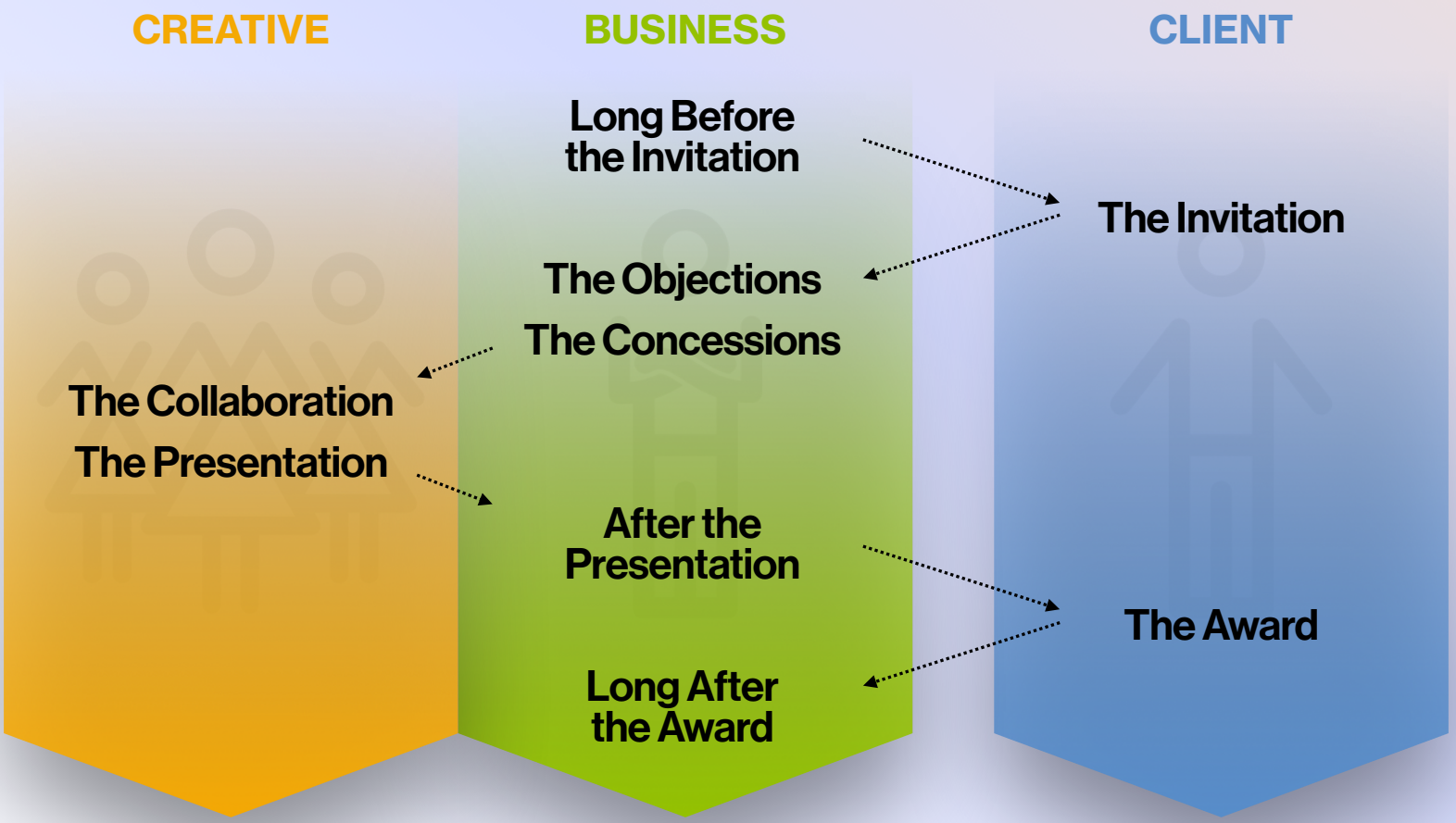
BUSINESS

“The Agent”
Questioning
Consultative
Access

CLIENT



The Three Streams



1. About High Ticket Pitching



Win the Client → Win the Project

PRIMARY GOAL

Be the favorite

The preferred vendor

The recommend

IN THE PROCESS, WIN MORE

More creative control

More budget

More respect

Can't Win → Lose Less

SECONDARY GOAL

Don't be the third bid

The courtesy bid

The long shot

The check bid

IN THE PROCESS, LOSE LESS

Less time

Less money

Less energy

Or do something completely unexpected...

1. About High Ticket Pitching



Red Flags or Green Lights

THE BUSINESS ROLE

Every Client Has a Tell
Smoke Them Out


ultimate
bet.n
PEP

Red Flags or Green Lights

THE BUSINESS ROLE

Every Client Has a Tell

Smoke Them Out

Red Flags

Loss Aversion

Green Lights

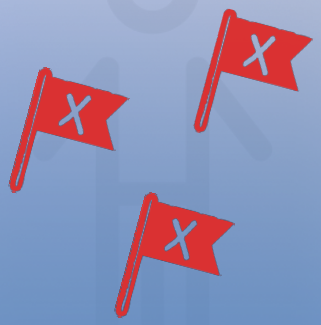
SILVER LININGS

Losing the Battle but Winning the War

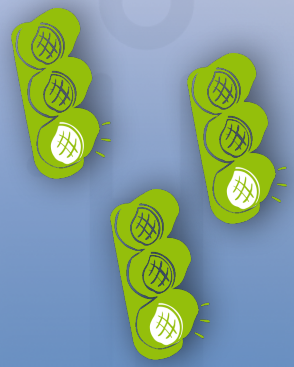
"When someone shows you who they are, believe them the first time."

– Maya Angelou

The Three Streams

CREATIVE	BUSINESS	CLIENT
	Long Before the Invitation	
		The Invitation
	The Objections	
	The Concessions	
The Collaboration		
The Presentation		
	After the Presentation	
		
	Long After the Award	
		The Award

The Three Streams

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Red Flags or Green Lights

THE BUSINESS ROLE

Every Client Has a Tell

Smoke Them Out

Red Flags

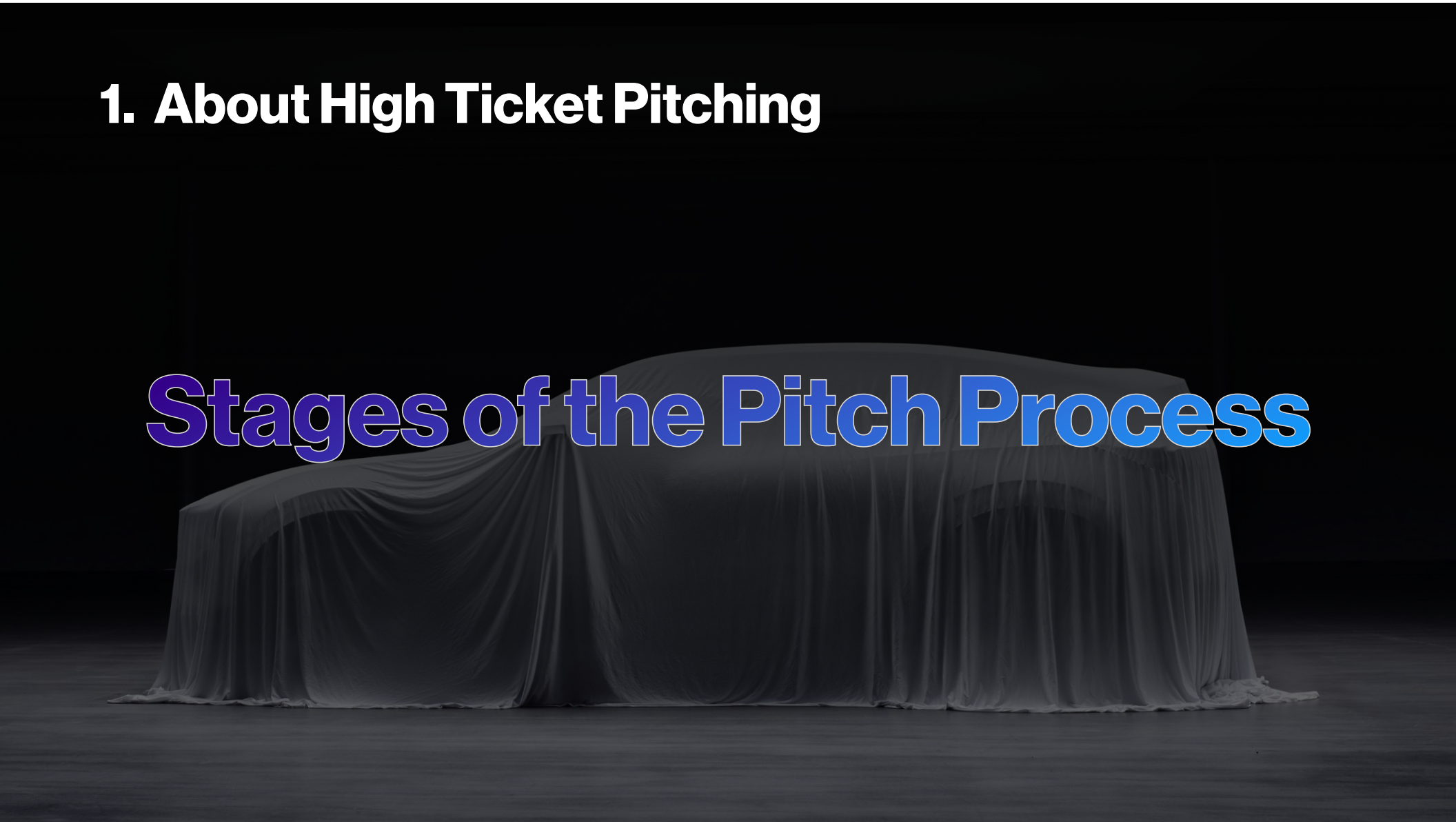
Loss Aversion

Green Lights

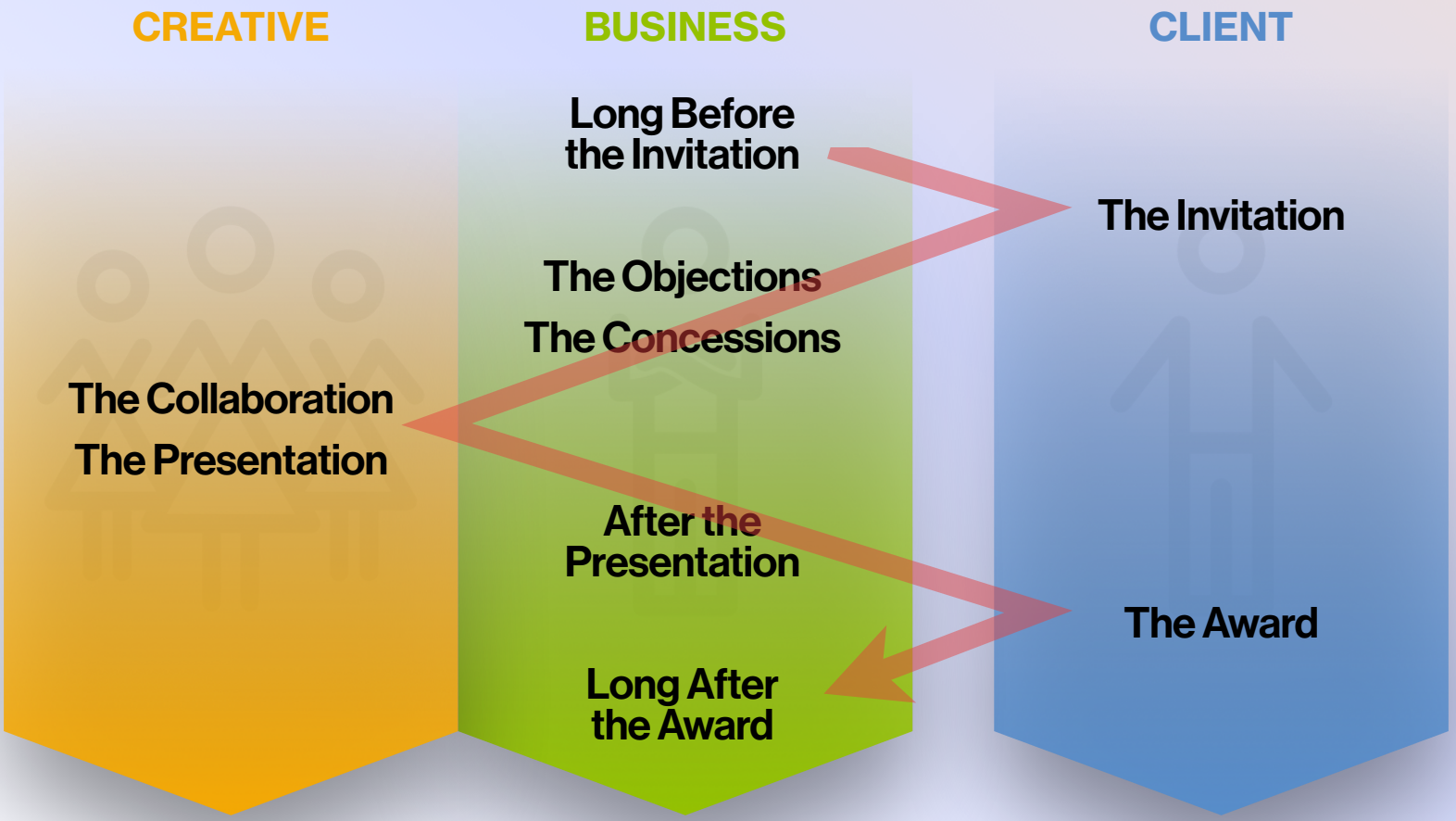
SILVER LININGS

Losing the Battle but Winning the War

1. About High Ticket Pitching



Stages of the Pitch Process



2. Long Before the Invitation



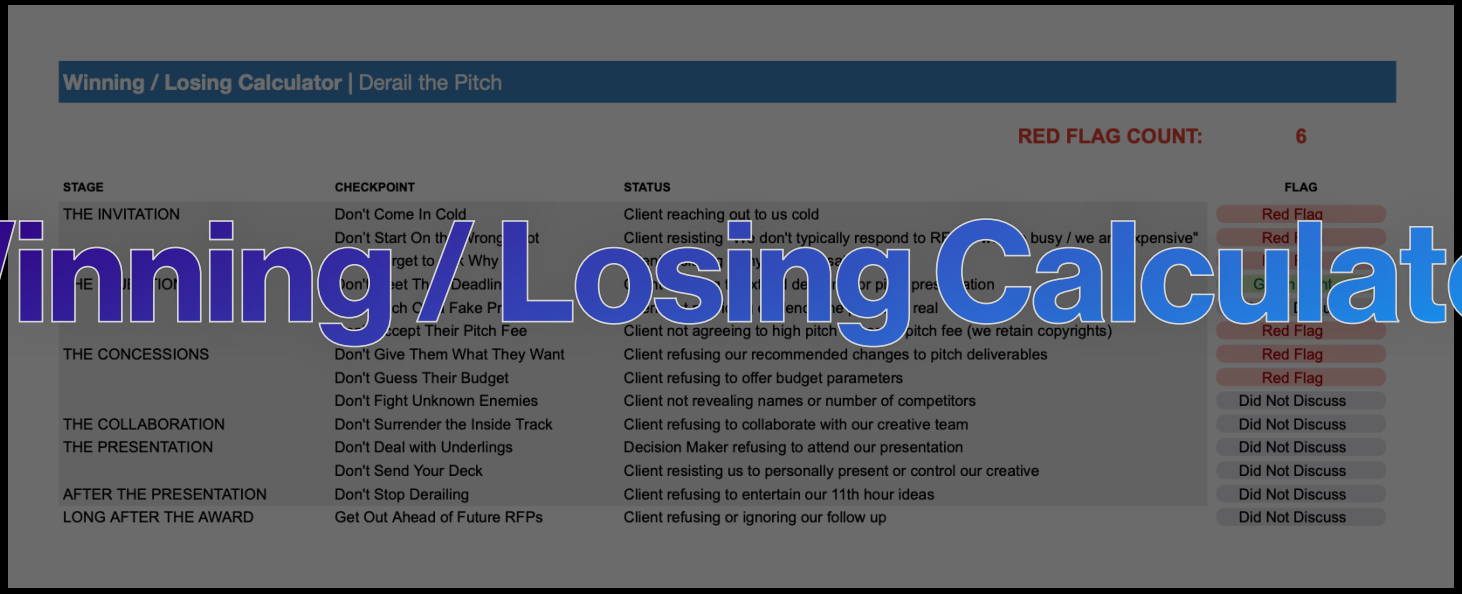
2. Long Before the Invitation



2. Long Before the Invitation



2. Long Before the Invitation



Winning / Losing Calculator | Derail the Pitch

RED FLAG COUNT: 6

STAGE	CHECKPOINT	STATUS	FLAG
THE INVITATION	Don't Come In Cold	Client reaching out to us cold	Red Flag
	Don't Start On th rong ot	Client resisting don't typically respond to RF busy / we ar xpensive"	Red
	rget to Why		
HE	on' et Th Deadlin	de r p pres ation	G
	ch C Fake Pr	real	
	ccept Their Pitch Fee	Client not agreeing to high pitch pitch fee (we retain copyrights)	Red Flag
THE CONCESSIONS	Don't Give Them What They Want	Client refusing our recommended changes to pitch deliverables	Red Flag
	Don't Guess Their Budget	Client refusing to offer budget parameters	Red Flag
	Don't Fight Unknown Enemies	Client not revealing names or number of competitors	Did Not Discuss
THE COLLABORATION	Don't Surrender the Inside Track	Client refusing to collaborate with our creative team	Did Not Discuss
THE PRESENTATION	Don't Deal with Underlings	Decision Maker refusing to attend our presentation	Did Not Discuss
	Don't Send Your Deck	Client resisting us to personally present or control our creative	Did Not Discuss
AFTER THE PRESENTATION	Don't Stop Derailing	Client refusing to entertain our 11th hour ideas	Did Not Discuss
LONG AFTER THE AWARD	Get Out Ahead of Future RFPs	Client refusing or ignoring our follow up	Did Not Discuss

Winning / Losing Calculator

3. The Invitation



3. The Invitation



3. The Invitation



4. The Objections



4. The Objections



4. The Objections



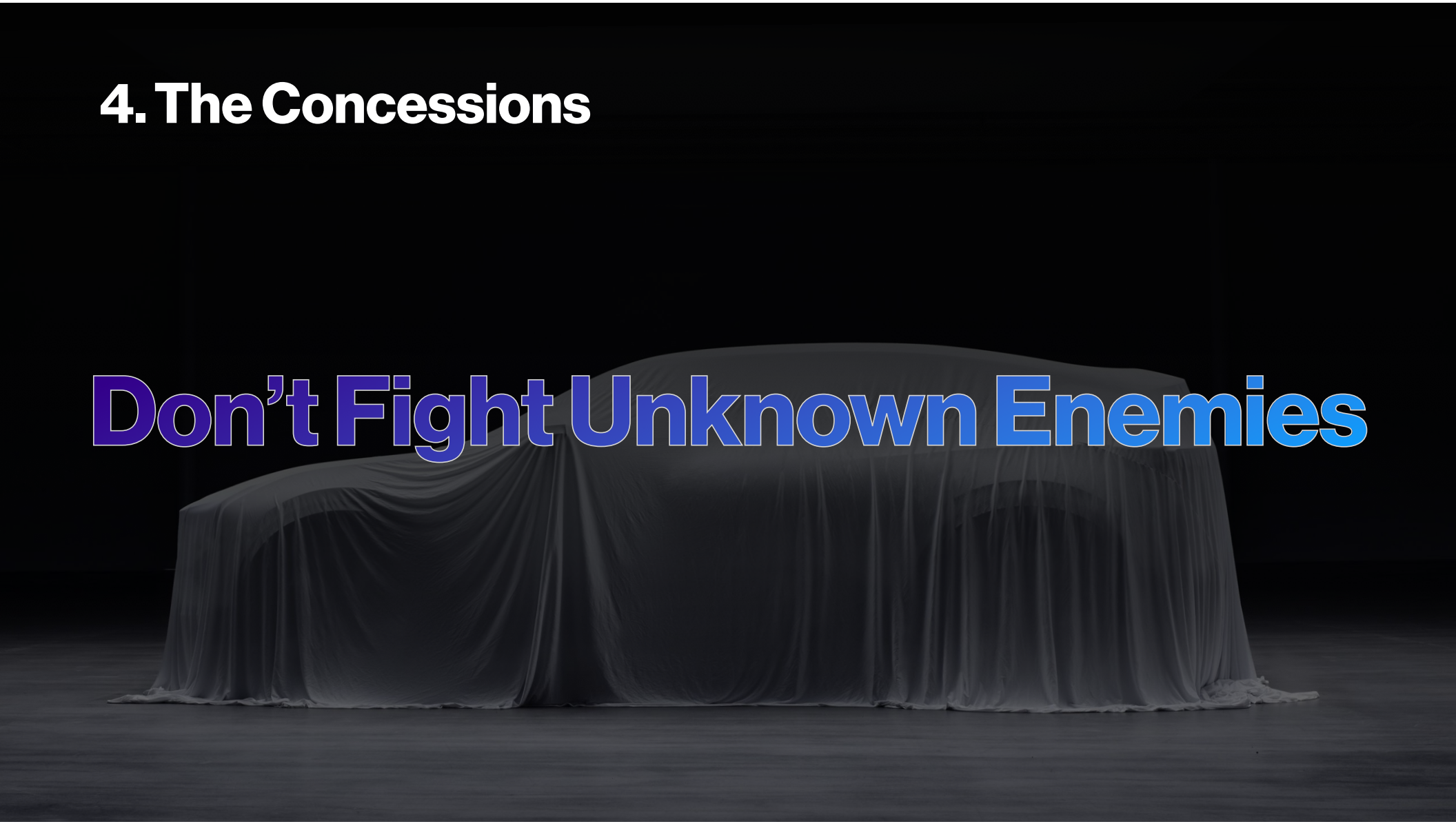
4. The Concessions



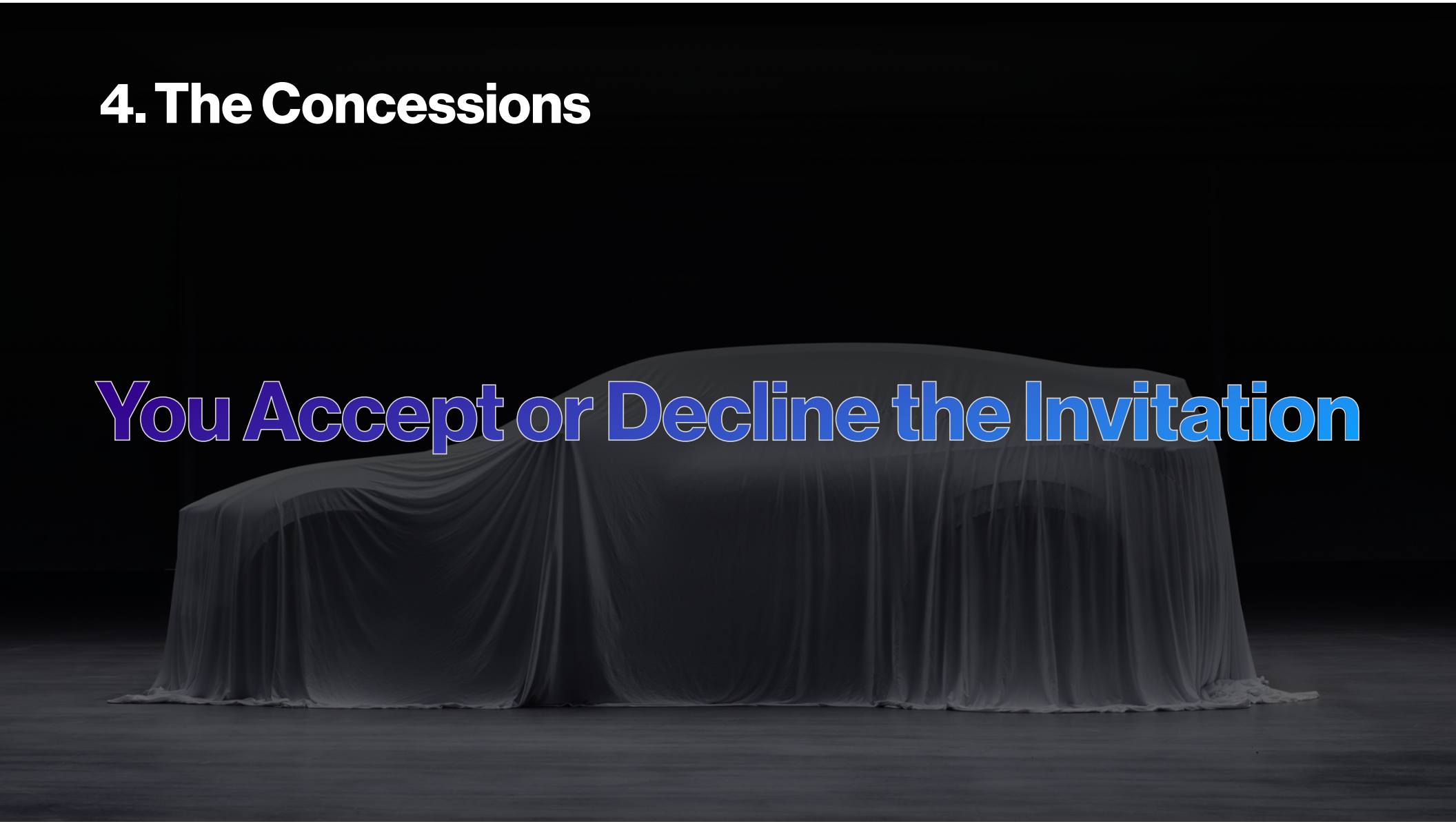
4. The Concessions



4. The Concessions



4. The Concessions



5. The Collaboration



6. The Presentation



6. The Presentation



7. After the Presentation



8. The Award



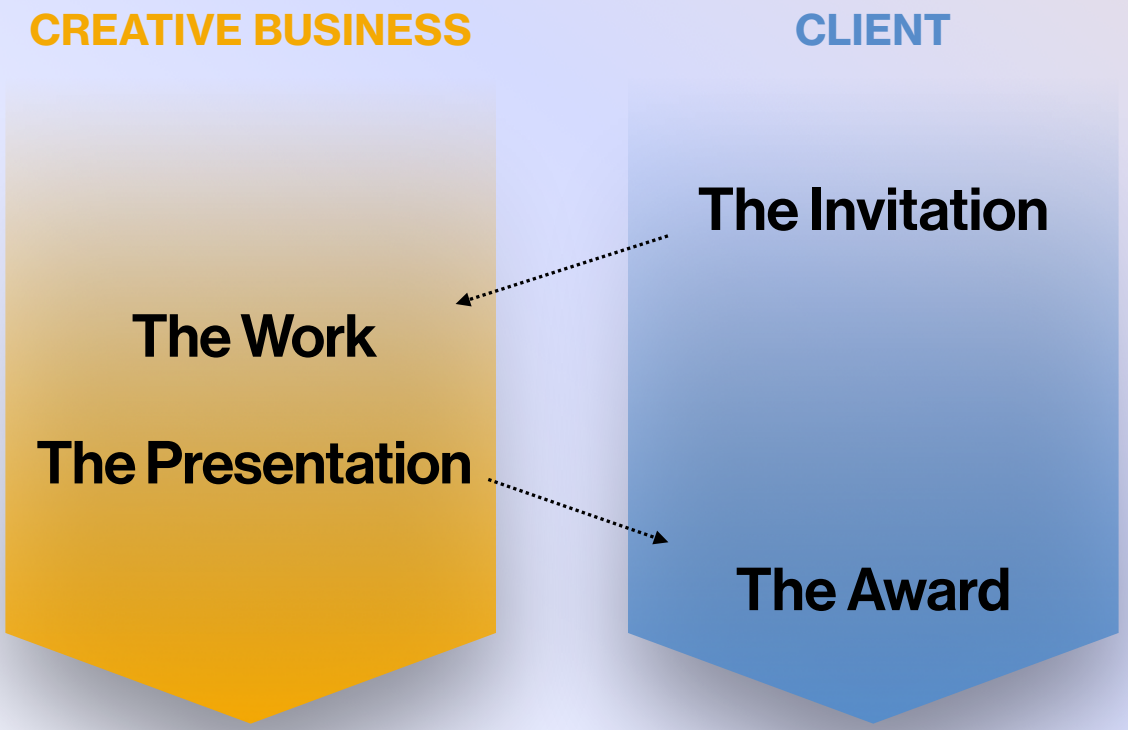
9. Long After the Award



Bringing It All Together

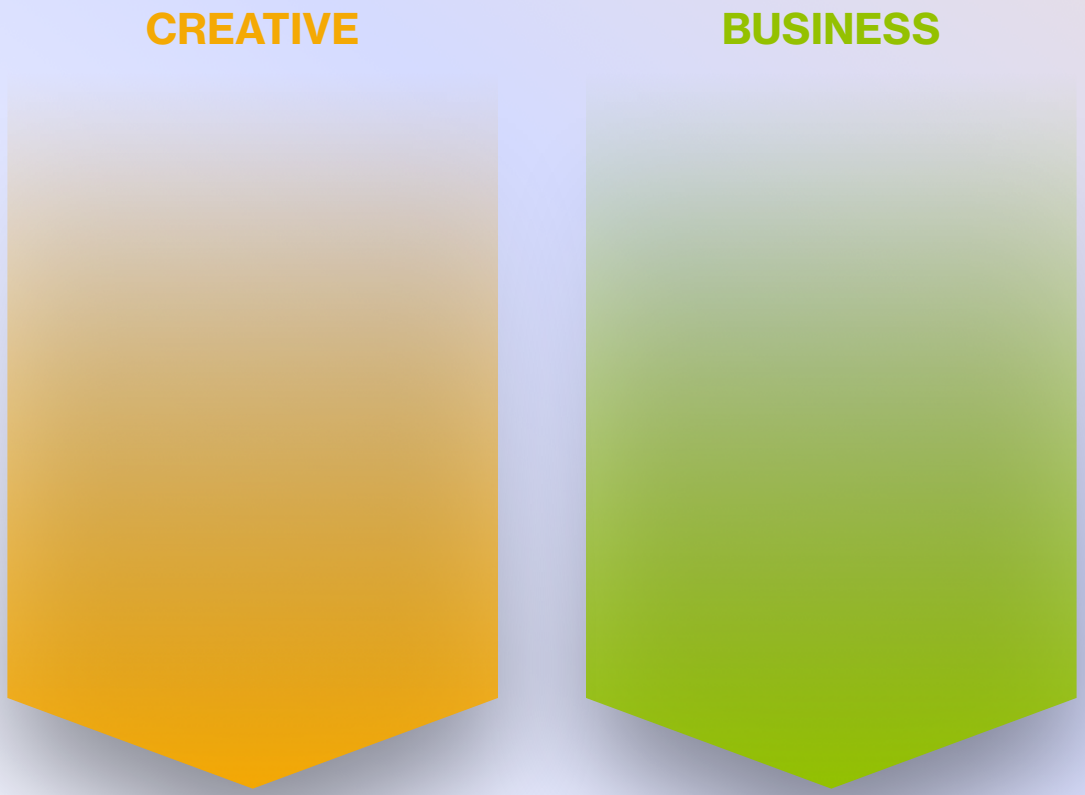


The Low Ticket Pitch Process



CREATIVE BUSINESS




CREATIVE
BUSINESS

The Three Streams

CREATIVE



BUSINESS



CLIENT



The Three Streams

CREATIVE

“The Stars”
Geniuses
In demand
Inaccessible

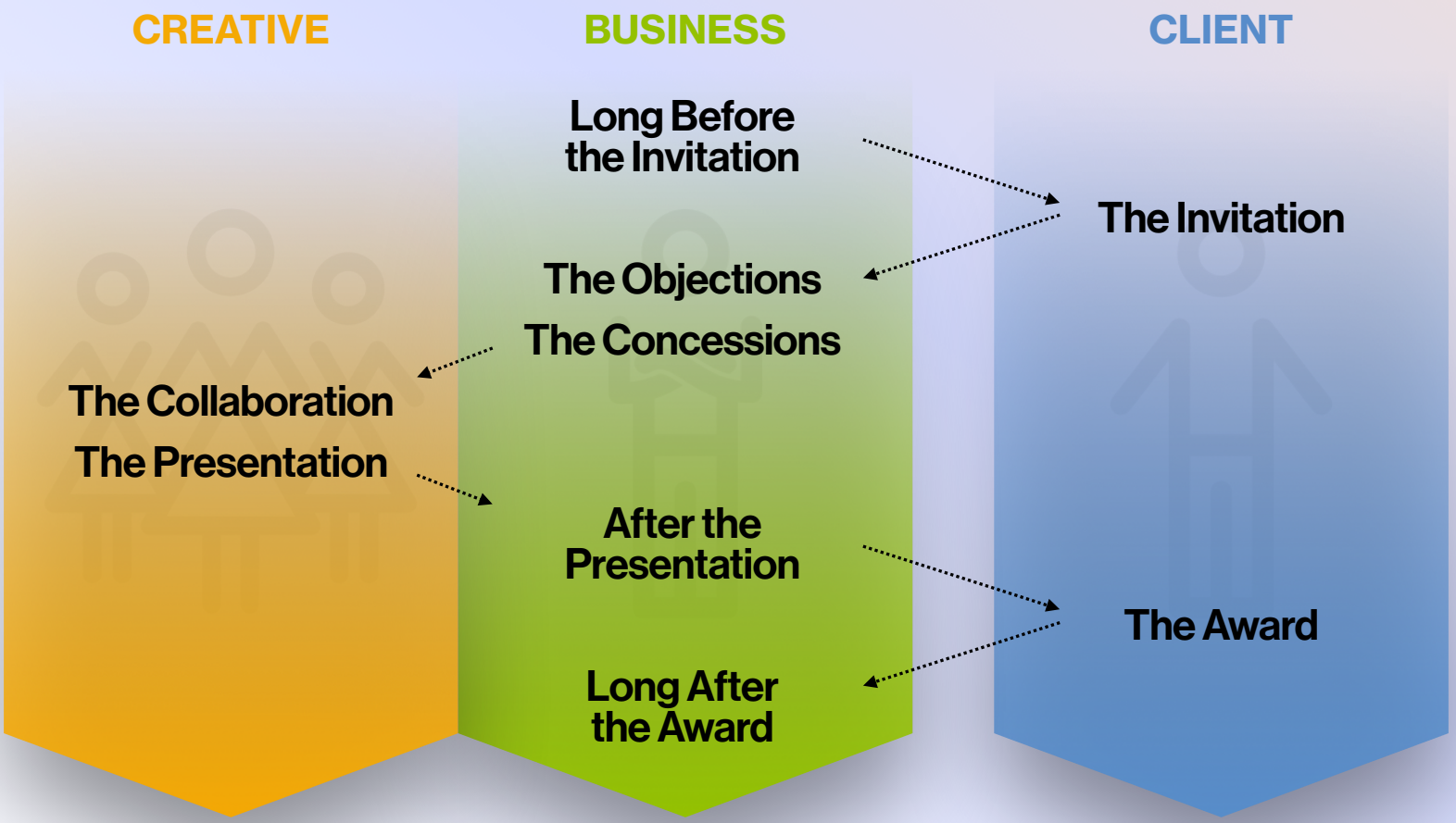
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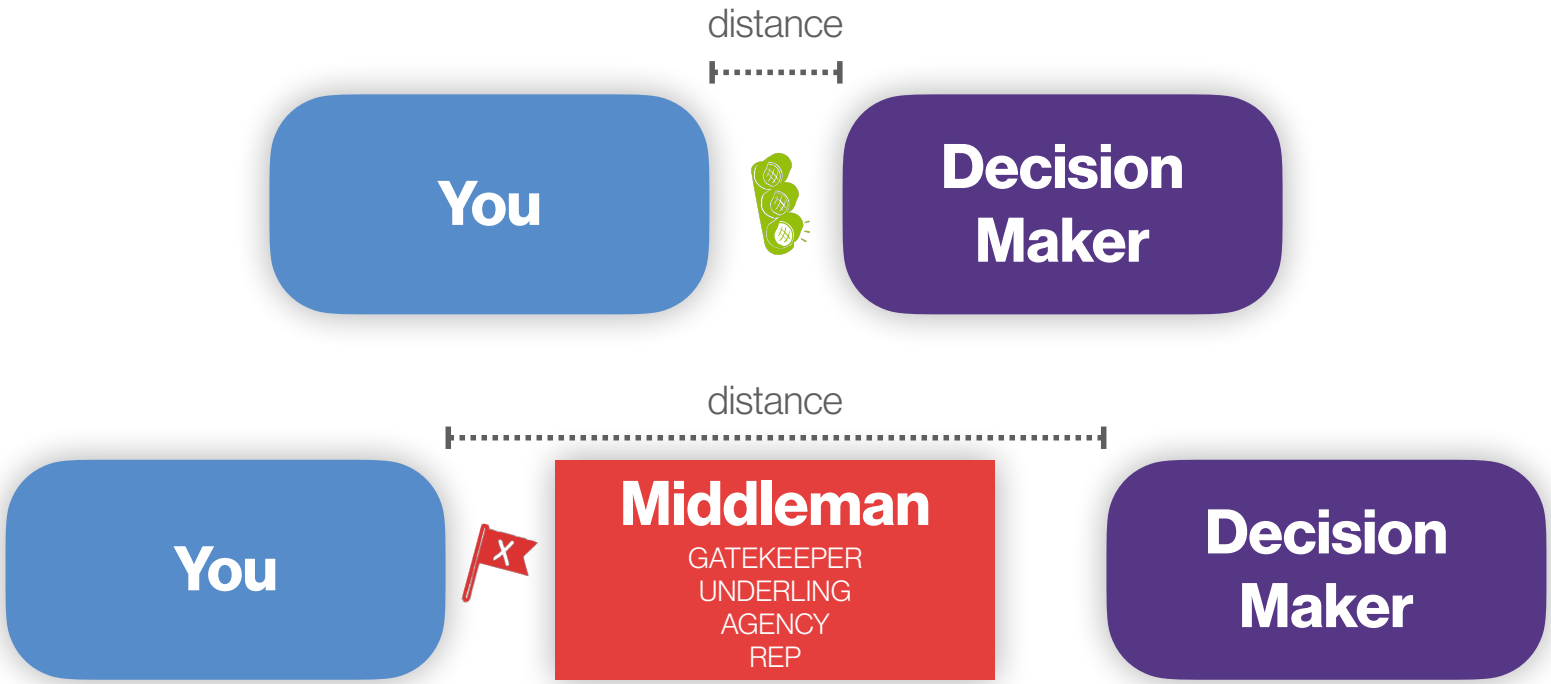


Appendix



Dealing with Middlemen & Gatekeepers

Dealing with Middlemen

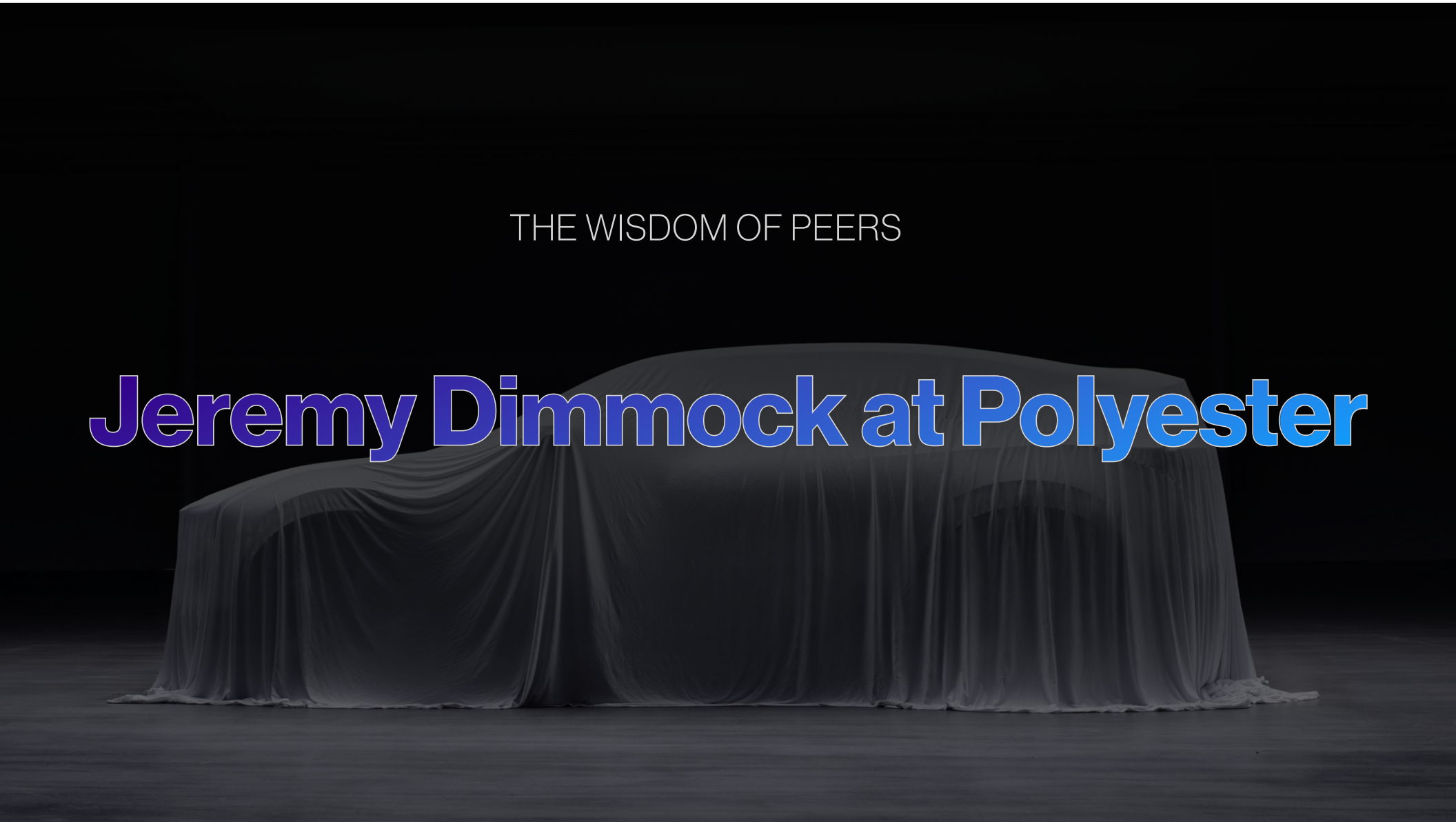


Appendix





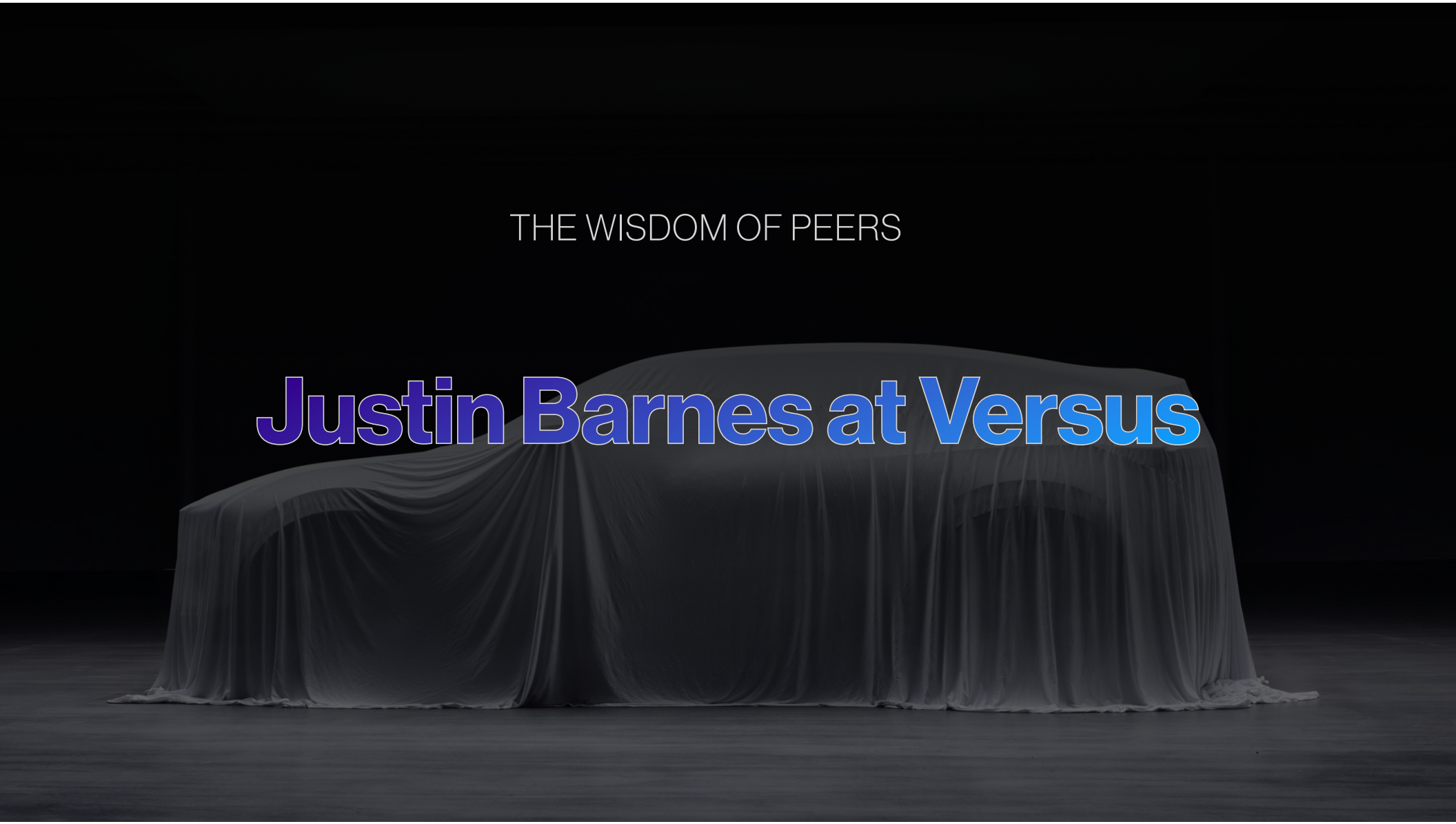

THE WISDOM OF PEERS
PJ Richardson at Laundry


THE WISDOM OF PEERS
Jeremy Dimmock at Polyester


THE WISDOM OF PEERS
Ryan Summers at Spillt


THE WISDOM OF PEERS
Mitch Monson at Sibling/Rivalry

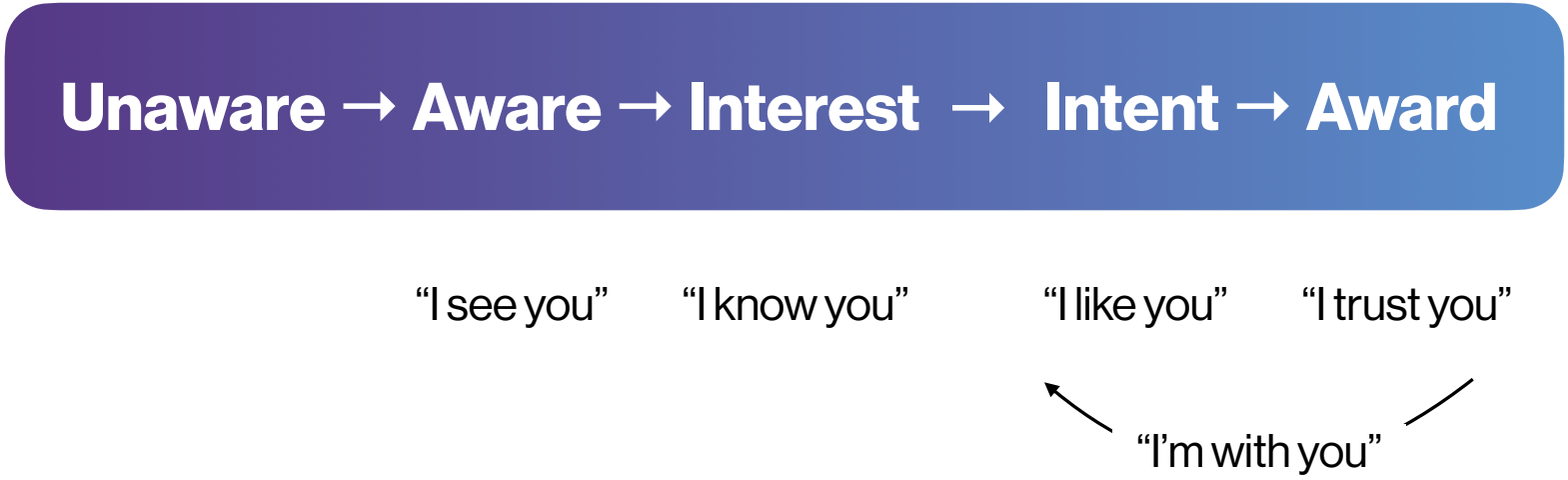

THE WISDOM OF PEERS
Steve Viola at FX Networks


THE WISDOM OF PEERS
Justin Barnes at Versus


THE WISDOM OF PEERS
Erin Sarofsky at Sarofsky



THE CREATIVE FIRM SALES CYCLE



Expert Mindset

“We exist to serve our clients.”

→

“Clients call us because they need us.”



1 ABOUT HIGH TICKET PITCHING


Derail the Pitch™


Kickoff

Kickoff

1. Welcome
2. Betting on Yourself
3. The Problem with Pitching vs. the Opportunity
4. Commit to the Process
5. Introductions & Your Goal
6. The Journey Ahead: Modules and Workshops
7. Homework

Homework

1. Confirm Weekly Workshop Schedule
2. Partner Pairings
3. Share a pitch deck: pick a date
4. Watch WEEK 1 Modules

Extra Credit: podcast with Steve Viola at FX

