

How to pitch to anyone anywhere about anything



The Professionals' Marketing & BD Tool Kit part 5

1. Emotion first logic second

Your legal credentials are not enough to win a pitch. Buyers also need to get to know *you* and see that you and your team would work well with them.

2. Use case studies and testimonials

Buyers want to de-risk the selection process as much as possible. Seeing and hearing how you've helped individuals and/or organisations navigate similar issues will help them see you are the least risky and most natural option.

3. Focus on building your relationship not winning work

Before you pitch you need to do what you can to demonstrate empathy and build rapport.

Invest time to get to know the client and their market. Read the relevant publications so you know what's going on, read their most recent press releases and blogs or articles, monitor their social media, use their products and services and, if you can, visit their premises.

When you get into the meeting, you can strengthen your rapport with eye contact, the odd smile and open body language. Most importantly, ask questions and listen attentively.

4. How do you close?

Use 'calls to action' in all communications to nudge things forward and make it easier for the buyer to progress your conversation. For example, agree the deadline for any follow up you need to do or a date for your next meeting.

5. Written and verbal presentations are very different

Don't confuse pitch documents with verbal communication.

A written document should focus on how you'd meet a technical brief but meeting in person is about establishing 'fit'. You are giving your prospect an opportunity to see you'll fit in with them and the way they like to work.

6. Focus on the client

Begin every pitch document by showing you understand where the client is and what they want from you. Never start by listing how many offices or partners you have or the services you provide ... the pitch is about the client, not you!

7. Appearances matter

The lay-out, structure and production quality of your document is also important.

8. Stand up when you are pitching on the phone

If you're on the phone it's harder to establish a connection so ask plenty of questions and confirm how and when you'll follow up. And you will naturally sound authoritative if you stand up while you're talking.

9. Avoid regurgitating your word document when presenting

Never regurgitate the written document in a presentation. Focus on having a conversation and making a connection with the client.

10. Always rehearse

A natural delivery makes a presentation. The golden rule is **ENGAGE, ENGAGE, ENGAGE!** People will remember you, not what you talked about.

10½ . Prepare for informal meetings as you would do for formal contacts

An informal 'coffee' meeting requires preparation too. You need to strike a balance between showing your technical competence and making that all-important emotional connection.

And don't sell too soon; focus on building rapport, asking questions (and listening to the answers) and always let your client take the lead.

Can we help your professional service firm grow?

Size 10½ Boots work solely with the professional services.

If you would like to discuss any aspect of your marketing or business development please call us on 0115 977 9817 or email claire@tenandahalf.co.uk and book your FREE initial 45 minute consultancy.



www.tenandahalf.co.uk
info@tenandahalf.co.uk