

Pitching for Business

**A one day workshop on
the four stage process by which
PR account pitches are won and lost**

PROFESSIONAL
£365*

*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.



Aims of the course

Delegates focus on the vital task of winning new business. They hear what clients are really looking for in a PR pitch. They learn how to structure a pitch to minimise its cost, in both time and money.

This workshop addresses the sales process, not presentation skills.

Delegates learn how to:

- Recognise what prospects are actually looking for; not what smaller agencies often think they are looking for
- Deliver pitches that minimise the creative work given away
- Keep the flexibility needed to adjust fees should reality differ from the brief
- Allow for the changing nature of the relationship between client and agency
- Structure a news story to reflect its news values and make it easy to edit for length
- Turn the politics of pitching to advantage



PR Training Provider

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

What Clients Look For

How clients decide which agency to choose. The criteria that they use to compare rival pitches.

How the best organisations around the world are structuring their PR. The effect that this has on their use of agencies. The implications that this holds for the small agency.

Structuring a Pitch

How to put together a pitch that addresses the concerns of the client. How to recognise when the terms of the brief are not, in fact, what the client is looking for.

Understanding the politics of pitches. Knowing where they tend to be won and lost.

The Tactics of Pitching

How to present your proposals. How many people to field. When to present your report. How much creativity to put into your pitch.

How to survive mistakes. Making allowance for inaccurate briefs. Setting expectations for future fee upgrades.

Practice Session

Delegates work in small groups to prepare a pitch for a fictitious account. This draws together all the elements of the day. It exposes any misunderstandings in the privacy of the training room rather than in the workplace.

Plan your training

Pitching for Business deals with winning PR business pitches on a profitable basis. It focuses on one part of our course on *Developing the Small Consultancy*.

Some of the planning concepts outlined are covered in detail, at the top level, on *Developing PR Strategy* and, at the individual PR campaign level, on *Managing PR Campaigns*.

Each course is self-contained. They can be taken in any order.