**The Levitan Pitch System**

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The Levitan Pitch System is included in the book, *The Levitan Pitch. Buy This Book. Win More Pitches.* The book is available at Amazon.

The elements of the Levitan Pitch Playbook have been designed as ‘physical’ management tools that you will share with the individual members of your pitch team. The Playbook’s objective is to assist with the daily management of your team and to literally get everyone on the same page, as well as increase the efficiency of your pitch development process.

Use the Playbook to get past the inefficiency of the standard pitch process and reduce your agency’s collective groan when they hear that you are about to embark on yet another new pitch.

**Chemistry Development**

Chances are very good that you will be up against look-alike agencies in your pitch. You all probably share similar attributes, skills, and histories. You might even be wearing the same Armani suit or Tory Burch shoes.

Because of this, the ultimate selection factor is often based on personal vibes. The client wants to feel comfortable with and inspired by the agency’s culture and people. They are looking for a dedicated partner who will care as much about their business as they do. They want a *confident* agency that looks, acts, and feels right.

I can’t stress the chemistry thing enough. Here is what Avidan Strategies’ 2012 survey of agency search consultants revealed:

 *“Practically every consultant, or 96% of the sample, pointed to “chemistry” as the key factor for winning. But what exactly is chemistry? Generally speaking it is simpatico between the client and agency teams.”*

So while you are thinking about how to express your agency’s core skills and style, remember that how you express who you are could be the make or break part of your pitch.

What should you be thinking about when it comes to interpersonal chemistry?

If someone knows any of the clients or the search consultant then you should complete a personality profile.

**Client Data Points**

Some things to think about that should be put into a document that is shared across your pitch team:

Name / Title

Photograph

Age

Work history and agencies worked with

Colleges attended

Interests

Organizations and groups (Google+, LinkedIn, etc.)

LinkedIn and other database profile reviews

My “LinkedIn personality” trick from Chapter 5

Other online profiles / videos / articles or content related to the client

Do searches with the client’s name and any company, product or brand they have worked on.

Agency insights from prior relationships

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Give me a shout if you want to discuss how to improve your new business marketing plan and pitch batting average.

If you haven’t already done so, you could also go to Amazon and purchase your very own copy of the world’s best *how to* book on pitching…

***The Levitan Pitch. Buy This Book. Win More Pitches.***

